

EBBF and Corporate Social Responsibility

Since its inception in 1990, EBBF has pioneered research and dissemination of “hands-on” information on good business practices and concepts such as CSR (Corporate Social Responsibility), through conferences, workshops, presentations, publications, and its interactive website www.ebbf.org. Today, EBBF is a voluntary professional network of more than 520 members involved in business in 62 countries; it is drawing increasing attention in Europe through its promotion of responsible and ethical business practices, its collaboration with other networks sharing similar values, and with various UN agencies, and its active involvement with business schools and student organisations.

Vision : to enhance the well-being and prosperity of humankind

Mission : To promote ethical values, personal virtues, and moral leadership in business as well as in organisations of social change.

Core Values : EBBF has identified seven core values to socially and responsibly optimize business and entrepreneurial performance in a globalized marketplace : Business Ethics / Corporate Social Responsibility / Sustainable Development / Values-Based Leadership / Partnership of Women and Men in All Human Endeavours / A New Paradigm of Work / Team Dynamics-Consultation in Decision-Making

Achievements and Projects in 2007/2008

- **Consolidation of Membership and Representation** : In 2007 and 2008, EBBF continued to expand its individual membership in over 60 countries and in consolidating its network of voluntary contributors and **official representatives in 20 countries**. It has continued to increase its presence in new Member and Candidate Member States and in the Ukraine, where a new affiliate was registered, in Bosnia & Herzegovina, Macedonia, Romania, Serbia and Slovakia.
- **Coaching and Educating the Younger Generation** : EBBF conducted workshops and distributed electronic media and publications on **responsible entrepreneurship, CSR, the gender balance, values-driven leadership and sustainable development** at AIESEC (with 32,000 members in 92 countries, the world’s largest business student organisation) global and international conferences, and at the invitation of AIESEC local and national chapters at meetings organised by AIESEC in 15 countries, including in new EU member and associate States. Together with JADE – the European Confederation of Junior Enterprise, which reaches out to 22,000 student entrepreneurs in Europe and Brazil, and through various mentoring projects conducted in 2007 and 2008, EBBF shared information related to **CSR and good business practices** with an estimated **7,500 students**. Annually, EBBF conducts **two academic courses** integrating **CSR and values-driven leadership concepts** at **Universities in Italy**. EBBF Secretary General Daniel Truran was invited to present a workshop on **spirituality in business** at **INSEAD**. EBBF board member **Arthur Dahl** directed an academic course in **environmental protection and sustainability** for **diplomats** at the **University of Geneva**,

and EBBF President George Starcher made a presentation on **Socially Responsible Enterprise Restructuring** at a CSR Seminar at the same University.

- The EBBF **Governing Board** met frequently in different European locations. Its **Members** serve in a honorary capacity. (see : www.ebbf.org/board.html) Officers : Dr. **Wendi Momen**, UK, Chairperson; **George Starcher**, France, President & Treasurer; **Daniel Truran**, Madrid, Secretary General.
- **Appointment of Country or Cluster Representatives** : **Daniel Schaubacher** - EBBF Representative to EU Institutions / **Sarvenas Enayati** - Austria / **Dale Emerson** - Belgium / **Greg Dahl** - Bulgaria / **Samantha Fowlds** - Canada / **Mika Korhonen** - Finland, and **Kimmo Vesajoki** external affairs officer for Finland / **Marc Avanzo**, France / **Uwe Tams** - Germany / **Sandra Luschi** - Italy / **Giovanni Papalettera** - Malta / Dr. **Wargha Enayati** - Romania / **Zarin Buckingham** - Slovakia / **Sima Zahrai** - Sweden / **Adrian Kielhorn** – Switzerland / **Roberta Law** - The Netherlands / **Michael Baldwin** - Turkey / **Manouchehr Yazhari** - UK / **Gary Reusche** - Ukraine / **Steve Hall** – USA / Dr. **Mahmud Samandari**, Geneva, EBBF AIESEC Representative. Each EBBF country, regional or local chapter and cluster **organises its own activities** (workshops, business luncheons and discussion evenings around EBBF core values and business cases, partnerships with other organisations, including with the business and economic student organisation AIESEC).
- **EBBF annual conferences** held at De Poort Conference Centre near Nijmegen attract from 160 to 200 business people and students from all over Europe and overseas. They consist in a strong program reviewing CSR, sustainability and values-driven leadership concepts as they practically apply to business success. The September 2008 event was a joint conference with the **International Environment Forum**; one keynote address was given by the Executive Director of the **Global Reporting Initiative**. In addition, similar **EBBF conferences** took place in October 2007 at the **Berlin IG-Metall Union Training Centre**, in **Italy** and in **Canada**.
- In recent years, EBBF has published no less than **30 reports, papers and publications** related to CSR, responsible entrepreneurship, sustainable development, team dynamics, business and work ethics, edited by research teams and authored by various international experts.
- In 2008, EBBF published : **"Partnership of Women and Men"** which is being reedited in book form by George Ronald, Oxford, UK. EBBF also published a revised edition of **"Women Entrepreneurs: Catalysts for Transformation"** by Diane Chamberlain Starcher. EBBF co-organized with **UNIFEM** two workshops at the Spring 2008 Conference in New York of the **UN Commission on the Status of Women** on "how business empowers women", and "how women are empowered by meaningful work", and was invited to lead two similar workshops at the 2009 conference. Balkan-based EBBF member Rebecca Teclemariam Mesbah presently conducts a study on women entrepreneurship endeavours and contributions in specific European regions.

- **EBBF Knowledge Centres – The “How To” Reference Guides** : On the website www.ebbf.org , EBBF research teams and experts provide helpful guidance and insights into good practices, including practical step by step advice, ready to use Power Point presentations, and links to authoritative references and organisations, on topics related to CSR, such as :
 - ✓ The Role of Business in Promoting Human Rights (newly added in 2008)
 - ✓ Consultative Decision Making
 - ✓ Responsible Entrepreneurship
 - ✓ Sustainable Development
 - ✓ Social Entrepreneurship
 - ✓ Corporate Social Responsibility
 - ✓ Ethical Finance

- **Web 2, Internet and Social Groups** : EBBF makes extensive use of the Worldwide Web, opens discussions through a blog, and presently counts no less than 520 members on its **Facebook** group. Its www.ebbf.org website is visited by thousands of business people and students throughout Europe and overseas. A EBBF **YouTube** channel was created in 2008.

Projects in 2009 and Thereafter

- EBBF was chosen to be an active partner in a two-year Indicators Project funded by the European Union and entitled “**The Development of Indicators and Assessment Tools for CSO Projects Promoting Values-based Education for Sustainable Development**”. Under this project, a new set of indicators will be defined and tested to evaluate the impact of values-based and sustainable processes in companies and organisations of social change.

- **Research Teams** formed to prepare publications and Knowledge Centres on **The Role of Business** in “**Partnership and Equal Opportunities for Women and Men**” which is being re-edited in book form by George Ronald, Oxford, UK; **Corruption and Bribery**; **Poverty Alleviation**; **Spirituality in Business** and **Spiritual-Based Leadership**; **Trust**.

- Consolidate and expand relations with **AIIESEC**, **JADE**, and **younger generation** as well as **business organisations** in general.

- Continue to offer **EBBF academic courses on business ethics, responsible entrepreneurship and sustainable development** at MBA level of business schools and universities in **Italy, Spain, France and Switzerland**.

- Two new distance learning courses developed in 2008 will be launched on the following topics : **“Leading from Your Values”**, and **“Application of a New Responsible Paradigm of Management at the Personal, Organizational and Societal Level”**.

- Aim at ensuring annually a EBBF presence at **250 events**, workshops or conferences, and reaching out to an audience of **10,000 business people** as in the past year.
- Organise a **Social Entrepreneurship Workshop** at the European Parliament in Brussels.
- **Organise Annual and Regional Conferences** with strong program on CSR, values-based leadership, business cases centered on EBBF's 7 core values.
- **Support and expand country and regional representation**
- **Establish and consolidate** relations and partnerships with EU and UN agencies, CSR promotion agencies and organisations.

Prepared for CSR Multistakeholder Forum, February 10, 2009, Brussels

January 12, 2009

European Bahá'í Business Forum, 45, rue Pergolèse, F 75116 Paris
 info@ebbf.org
 www.ebbf.org
 Daniel Schaubacher, Representative to European Institutions, EBBF,
 347 avenue Louise, Box 8, B 1050 Brussels, ebbf@skynet.be
 Tel : 0032 2 649 99 28