

## Summary: Annual Meeting EBEN-Switzerland

Nov. 11. 2011 at the University of Lugano.

The annual meeting of the Swiss chapter of the European Business Ethics Network EBEN took place at the University of Lugano on Nov. 11. 2011.

The event started with two parallel sessions: the annual meeting of the members of EBEN-Switzerland and a company presentation for students. At the company presentation three companies presented themselves with regard to activities in the field of CSR and Business Ethics: First Stefano Montobbio from BSI (Lugano) presented the bank's strategy towards sustainable investment strategies. In addition Yvonne Maciéczyk (3consulting) and Eva Häuselmann (despite) reported from the consulting point of view, how to engage in CSR in Business Ethics as a profession.

The main event of the meeting was a plenary discussion in the auditorium under the headline: CSR, sustainability and social business as drivers in finance? Four distinguished speakers shed light on the current situation in finance and possible alternatives. Pietro Veglio (World Bank) opened the plenary discussion with a broader perspective on the social responsibilities of corporations and transnational organizations. Following the broader perspective John Tobin, who is Head of Sustainability Affairs at Credit Suisse, suggested to understand the single bottom line of economic responsibilities and the possibilities for consumers and policy makers.



Pietro Veglio (World Bank and USI)



John Tobin (Credit Suisse)

Furthermore, Stefano Montobbio, being Vice President Investment Advisory at BSI, pointed out the perspectives of SRI (socially responsible investment) and discussed the role of the banks, which he understands to mirror society and to act as a catalyst for future changes. His scope is beyond the so-called

'universal investor' towards awareness-creation, intelligence and knowledge, partnerships, engagement and integration of sustainability considerations in decisions, from investing to lending activities.

Last but not least Samantha Caccamo, Founder & CEO of Social Business Earth in Lugano, presented the perspective of social business in line with the suggestions made by M. Yunus. The idea of social business aims to introduce a more humane type of capitalism, which is called a "selfless capitalism" based on solving social problems. This notion of social business contradicts with the notion of personal profit but promotes "inclusive economic growth with the main goal to address the planet's most urgent needs." A social business, following M. Yunus is a "non-loss, non-dividend company that is created to address and solve a social problem". In this regard the concept of social business is an alternative way of doing business at all.



Stefano Montobbio (BSI)



Samantha Caccamo (Social Business Earth)

The key note of the annual meeting was held by Yvonne Maciarczyk (3Consulting), who presented and discussed the new ISO 26000, a global, voluntary standard on Social Responsibility for organizations. Yvonne Maciarczyk reported, that after many years finally the ISO 26000 has been released but for certain reasons of the voting procedure has been made a non-certifiable standard, which makes it a rather less influential standard. However, governments around the world are taking up ideas to integrate measures of Social Responsibility into legislation.

Next year's annual meeting will take place at the 9<sup>th</sup> of November 2012 in Zürich. EBEN-Switzerland board member Christoph Weber-Berg (HWZ, Zürich) is organizing the Finethicon-Conference 2012 and EBEN-Switzerland will be partner of the conference in Zürich. (<http://www.finanzethik-kongress.de>)

*Lugano, 28.11.2011, Peter Seele*

PS: The slides are downloadable on the webpage of EBEN-Switzerland.