



# NEWSLETTER

Issue 1, 2008

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“Today, where the boundaries of economics, politics and religion have thinned down, we have to work towards building a holistic society, where individual growth and society’s challenges are simultaneously addressed.”

- H. H. Sri Sri Ravi Shankar, Corporate Culture & Spirituality, European Parliament, Brussels, 2 December 2007

## CORPORATE CULTURE & SPIRITUALITY

### Innovation Through Ethics

The 4th International Business and Leadership Symposium on Corporate Culture and Spirituality brought together 34 world leaders and over 200 delegates from nations as diverse as Norway, Togo, India and Argentina to continue a dialogue on the urgent need to strengthen human values and ethics in business. The Symposium took place at the European Parliament in Brussels from 1 - 4 December 2007 and was hosted by the International Association for Human Values, a sister concern of the Art of Living Foundation (AOLF), and the Europe India Chamber of Commerce (EICC).

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## ETHIOPIA - A SYMBOL OF PEACEFUL COEXISTENCE



Sri Sri with the President of Ethiopia, His Excellency Mr. Girma Wolde Giorgis

Over 150 Members of the Ethiopian Parliament have benefited from the AOLP's self-development programme for decision makers. Many people, previously divided by political affiliations, reported that they were able to understand and listen to one another better after the AOLP programme.

H. H. Sri Sri Ravi Shankar became the first spiritual leader to address the House of Peoples' Representatives of the Federal Democratic Republic of Ethiopia, in his two-day visit to the nation in December 2007.

During the visit, Sri Sri met with the President of Ethiopia, His Excellency Mr. Girma Wolde Giorgis, and engaged with leaders of various faiths including the Patriarch of the Ethiopian Orthodox Tewahedo Church, His Holiness Abune Paulos, and Vice-President of the Ethiopian Islamic Affairs Supreme Council, Sheikh Elias Redman. Sri Sri remarked that Ethiopia, which is comprised of more than 80 ethnic groups, should carefully nurture its values of peaceful coexistence.

Sri Sri also held discussions with Mr. Abdoulie Janneh of the United Nations Economic Commission for Africa, to further the AOLP's youth empowerment and good governance initiatives in Africa. Ethiopia is one of the 29 African nations in which the AOLP is currently working.

## SRI SRI IS CHIEF GUEST AT DREPUNG LOSELING MONASTIC INSTITUTE



Sri Sri with His Holiness the Dalai Lama at the inauguration of a new meditation hall at the Drepung Loseling Monastic Institute in Karnataka, India on 7 January 2008.

## Around the World

“India and Ethiopia, as two large democracies, have the moral responsibility to bring peace to the world – and peace starts from within. If we are agitated, we cannot bring peace to someone else.”

- H. H. Sri Sri Ravi Shankar,  
House of Peoples' Representatives,  
Ethiopia

## HIGHLIGHTS: CORPORATE CULTURE & SPIRITUALITY

### Innovation Through Ethics



“Climate change has gone from being a marginal issue to being at the forefront of business leaders’ minds... What we need is to stir our hearts and minds, admit that fighting climate change is our ethical obligation.”

*Prof. Jerzy Buzek: Member, European Parliament; Former Prime Minister, Poland*

“The only way forward, as globalisation impels us to come together, is to underpin this by inculcating a set of human values which every region, nation and world leader accepts as the basis from which they co-operate with one another. Business and spirituality must coexist.”

*Mr. Nirj Deva: Member, European Parliament; Chairman, EICC*



“I believe in entrepreneurship, improved technology, innovative products and insightful marketing to delight and deliver beyond expectation through indigenous strategy, and intrepid and inspired thinking about the future.”

*Mr. Venugopal Dhoot: Chairman & Managing Director, Videocon*

“It is the responsibility of society and governments to create the right framework for – on the one hand – the development and the production of the right products and – on the other – for customers to wish to acquire such goods. However, there are tight limits to discretionary action because economic, ecological and social goals must be respected in a balanced way.”

*Dr. Hanns R. Glatz: Delegate of the Board of Management, Daimler AG*



“Today, corporate social responsibility is becoming core business. This is wonderful. Together, we practise the capacity to celebrate life.”

*Dr. Ruud Lubbers: Former Prime Minister, Netherlands*

“With the projections of climate change and prospects for firm action by the global community, the world has to move to a low carbon economy and environmentally friendly products and processes. Those companies that have the vision and ethical standards to move in that direction, before the market requires them to, will also succeed as business enterprises.”

*Dr. R. K. Pachauri: Chairman, Intergovernmental Panel on Climate Change*



“Corporate social responsibility matters because it mirrors the core values of the society in which we wish to live.”

*Mr. Jacques Santer: Former Prime Minister, Luxembourg*

“Innovation is no mere technical or technological endeavour. It requires the co-operation of all members of an organisation and thus a leader’s style, which governs by argument, fairness, respect and empowerment of colleagues.”

*Prof. Dr. Gesine Schwan: President, European University Viadrina Frankfurt (Oder)*



## HIGHLIGHTS: CORPORATE CULTURE & SPIRITUALITY

### Innovation Through Ethics



“While preparing for a seminar on business ethics in 1979, I could hardly find a book on the subject. Now there is, fortunately, an abundance. Business and ethics are not only complementary, but their interdependency is key to establishing a decent society.”

*Rabbi Awraham Soetendorp: Liberal Jewish Community, Den Haag, Netherlands*

“In times of globalisation, corporations have become too powerful, and therefore have to take on an active role with respect to the social dynamics.”

*Prof. Dr. h.c. Lothar Späth: Chairman, Merrill Lynch, Germany/Austria;*

*Former Minister-President, Baden Württemberg*



## CONGRATULATIONS TO THE RECIPIENTS OF THE ETHICS IN BUSINESS AWARD 2007



### Outstanding Corporate Mr. Rutger Koopmans, Wholesale Banking Management Team, ING

For upholding high ethical values in business and for bringing people and cultures together in the context of strengthening human values in the corporate world.



### Outstanding Individual Prof. Dr. Peter Eigen, Founder, Transparency International

For building a global coalition against corruption in business and public life, and for promoting the highest standards of accountability and good governance.

## WORLD YOUTH FORUM



Fifty-five young leaders, selected from 13 countries, present their submissions at Corporate Culture & Spirituality 2007.

**SRI SRI ADDRESSES THE ETHIOPIAN PARLIAMENT***The Ethiopian Herald, 7 December 2007*

His Holiness Sri Sri Ravi Shankar has called on the people of the world to move ahead upholding the noble mission of peace. Also renowned as an international humanitarian peacemaker, and a deep and profound thinker, His Holiness is in Ethiopia as part of his global tours, spreading the message of peace, cooperation and healthy relationships.

**VEDANTA AND  
BUDDHISM**

Bringing Global Peace in the  
Current World Scenario

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The Art of Living Foundation, in association with the Mahabodhi Society of India, is organising a two-day conference on Vedanta and Buddhism to bring together leaders of both traditions to spread these sublime teachings for the greater good of all mankind.

16 - 17 February 2008  
Bangalore, India

The Art of Living Foundation, established by His Holiness Sri Sri Ravi Shankar in 1981, is a unique global service project that formulates and implements lasting solutions to conflicts and issues faced by individuals, communities and nations. One of the largest volunteer-based organisations in the world, the foundation's work has touched more than 300 million people spanning over 140 countries.

Reminding us that diverse traditions and cultures have their roots in the same basic human values of peace, compassion, truth, belongingness and non-violence, the foundation has been serving society with a non-denominational, secular and holistic approach. The foundation works in special consultative status with the Economic and Social Council of the United Nations.

For more information, please contact the Office of His Holiness Sri Sri Ravi Shankar:

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**Media Watch****Upcoming  
Events****About Us**

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