



**ZERMATT  
SUMMIT**  
HUMANIZING GLOBALIZATION

# PRESS PACK

## Zermatt Summit

*3<sup>rd</sup> Edition – June 21-23, 2012*

*This year's theme: "Towards the Common Good"*

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## “Be the change you want to see in the world!”

The long-held certainties upon which much of society rests have been badly shaken by the economic and financial crisis which has been stalking the globe since 2008. The unprecedented nature of this crisis and its massive consequences on the very sovereignty of States and on the situation of billions of humans demand a fundamental shift in paradigm.



Tabula rasa for:

- ⇒ **debt-driven** national growth;
- ⇒ **unethical employer-employee relationships**;
- ⇒ **financial market domination** which generates increased poverty in both developed and emerging economies and creates situations which directly threaten world peace;

With:

- ⇒ renewed the faith in the universal character of human values such as **solidarity** - within and between communities;
- ⇒ and **restoration of the human being to its rightful place** at the heart of globalization and society while promoting decision-making that supports the Common Good...

... These are the goals that the Zermatt Foundation set in 2010 when it created the Zermatt Summit, an annual meeting of “servant leaders” to share, reflect and in turn make practical recommendations for change.

Within the last three years, we have developed a substantial network of stakeholders and partners including Shirin Ebadi, George Kohlrieser, Michel Meunier, Arnaud Mourot, Pierre Tapie, Mallika Sarabhai, Hernando de Soto, Roger Steare, Marilou Van Golstein and Jakob Von Uexküll to name but a few. Together, we continue to grow and become our own agents of change.

We have also created local initiatives like the Zermatt New Leaders Forum in Paris which promotes and rewards emerging “new leaders”.

This year, the 3rd Zermatt Summit will engage a timely reflection on how reviving and re-committing to the vision of the Common Good can help us rise above the notion of general interest and remind us of the obvious limitations of fighting for our individual interest. By meeting people who share the common purposes and engage in different universes for the Common Good, the Zermatt Summit will once again prove a powerful and practical tool of collective and personal transformation.

With the Zermatt Foundation and during the Zermatt Summit, we strive to serve rather than be served and to adopt everyday practices which demonstrate that another path is possible. “Be the change you want to see in the world”, be living proof that change is possible, join us!

### Christopher Wasserman

*Founder and CEO - Zermatt Summit*

## I. The Zermatt Summit's Origins

### 1. The Zermatt Summit has its origins in a vision, a conviction

#### The deciding factor: an alarming report on the current state of the world

The global crisis is a systemic crisis for the entire society. It reveals deep dysfunction within our system. The current model of economic development generates more and more wealth, but at what price? The system ensures growth but it pollutes, it excludes and it promotes domination and social injustice. We must explore new paths and not content ourselves with a new layer of regulation or round of massive refinancing. This is the beginning of a new era. New models are being created and they must completely remake the way companies operate. We have to touch the hearts and minds of decision-makers and encourage them to develop a model of responsible leadership.

The Zermatt Foundation targets small business managers as well as large groups conscientious of their social and environmental responsibility and who are capable of changing an entrenched corporate culture.

Several axes establish the basics of the Zermatt Summit:

- Rethinking globalization and the economic model
- Finding new operating modes that make sense and are viable
- Rethinking the place of the human being in this system
- Reintroducing personal responsibility at all levels
- Believing that another world is possible, accessible, within reach.

### 2. A Deeply Involved Team



**Christopher Wasserman** CEO of the Zermatt Summit Foundation and Founder and CEO of TeroLab Surface Group. He actively works to promote social responsibility at all levels of his group.



**Antonin Pujos** Secretary-general of the Zermatt Summit Foundation and Adviser at the Research Club of the French Institute of Directors (Institut Français des Administrateurs (IFA)). An economist and expert in corporate governance, Antonin Pujos seeks to underscore the necessity for our society move towards the Common Good. He notably participated in the publication of an essay on the subject in June 2011: *About the Common Good*.



**Father Nicolas** Councilor of the Zermatt Summit Foundation and Founder and Moderator of the Eucharistein Community and the European Institute of Anthropological Studies, Philanthropos (CH). Before being ordained in the Roman Catholic Church, Nicolas Buttet was deeply involved in Swiss federal policymaking. He also worked in the Vatican's Ministry of Justice and Peace with Cardinal Roger Etchegaray. He defends today an anthropological reflection on the place of the human being in our economic system.

**This team, supported by thought-leaders and decision-makers, managed to rally more than 200 leaders around a single conviction: the need to give a human face to globalization.**

Each founder and participant of the Zermatt Summit is deeply involved in this struggle and its realization. They are convinced that leaders must modify the rules of the game and embody the Common Good while simultaneously mobilizing other decision-makers ready to take part in overhauling the system.

### **3. One Goal: an economy at the service of human beings**

#### **Companies as laboratories of theories developed at the Zermatt Summit**

The Zermatt Summit Foundation wants to highlight existing solutions to the current crisis which are all too often ignored by actors in the public and private sectors. From fair trade to social business, passing through microcredit and ethical investment, there are new models which combine respect of the human being with economic performance. New types of organization based on creativity, innovation and knowledge sharing have already proven their worth and been put into practice by corporate giants (e.g. Google, Whole Foods, Gore). In more traditional companies, there is still much room for improvement, but this should not deter us from trying to instill innovative and compassionate processes so as to mobilize the whole of the companies resources, and not just leaders but each and every employee.

#### **Through the prism of the Zermatt Summit, believing in a new business model means:**

- Redefining and broadening the purpose of the business, focusing on social, environmental, societal and economic progress;
- Supporting initiatives based on entrepreneurship, ethical leadership (in addition to management) and statesmanship (developing the business's civic involvement business) and thereby encouraging all of society's actors to collaborate with business to comprehensively reform the system and forge new win-win solutions.



## II. Presentation of the Zermatt Summit

### 1. A one of a kind international summit

The Zermatt Summit is an international summit organized by the Zermatt Summit Foundation in June of every year since 2010 in the famous winter sports resort of Zermatt, Switzerland. This event, an instigator of change, is a platform for discussion among people already involved and convinced of the need for a re-founding of our economic model.

#### **A unique experience, reaching new heights**

Above all, the Zermatt Summit is a moment to realization the pressing need to change our behavior, our relationships with others and with our environment. It is a place for visionary women and men to collaborate upon a meaningful collective project.

The Zermatt Summit combines the idealism of its objectives with the concrete aspects of the projects that it supports and inspires.

**More than 200 participants, experts and decision-makers from various worlds** (business, politics, NGOs, economics, academia and civil society, including the most underprivileged) devote three days to meet this challenge.

*“The Zermatt Summit is an extraordinary meeting place and an inspiration to manage the world differently, starting with the business,”* underlined Christopher Wasserman.

### 2. Why meet in Zermatt every year?

This meeting capitalizes on three days of reflection, debate, workshops and vivid exchanges to explore ways to achieve a more human form of globalization, **a system where finance serves the economy and where the economy serves the common good** and therefore the human being.

**The Zermatt Summit’s goal is to make recommendations, initiate projects, exchange ideas, publish reports and creating training programs to replicate successes.**

The Zermatt Summit is also a place to express the values of a new generation of inspired leaders - development, involvement, training and employee recognition. At Zermatt, the leaders who gather, both young and old, share the conviction that these values are essential to ensuring the continued good governance of the business and necessary to its sustainable growth.

### III. 2012 Edition: “Towards the Common Good”

#### **The concept of Common Good is difficult to define but essential to spread**

The Common Good can be best summarized as "Living well, together".

The Common Good is a society where communities enables each member to achieve his or her maximum. There is not, however, talk of general interest, let-alone common goods. The Common Good is based on a new relationship between individuals and the collective. It rejects both individualism and collectivism. It includes the concepts of peace, respect, safety, responsibility, solidarity, community and freedom.

The Common Good has even greater pertinence given scientific considerations (Nash balance) and practical experiences (subprime mortgage crisis) – strong reminders that individual interest does not coincide with the general interest.

Democracy has succeeded in opposing the collective and the individual, thereby encouraging the individual to rebel against the collective and foster the egocentric society we know today.

#### **The Common Good, Zermatt’s cornerstone**

*"The year 2012 will be marked by a new feeling of urgency regarding sustainable development and the destiny of humanity through conferences on climate like Rio +20 and COP18, and, in particular by the biggest change ever observed of world leaders, with over 70 major elections around the world. How then can we use our commitment to the Common Good to help the world’s businesses focus on the human being in a measurable way? "*

This reflection is intrinsic to the Zermatt Summit’s project and shared by all the founders and participants.

## IV. The Zermatt Summit's Actions

### 1. Diverse points of view for the 2012 edition

At this year's Zermatt Summit, the following figures will provide personal accounts and prove that a new business model that is both economically viable and which makes sense is possible.

- **Tawakul Karman, 2011 Nobel Peace Prize**, activist and member of the Islamist party Al-Islah (Reform), she denounces the injustices that hit her country and incites political and social changes.
- **Carlo D'Asaro Biondo, President of Google Europe**, will illustrate a business plan that provides ample room for the human person.
- **Michel Meunier, President of CJD** (Center of Young Leaders), will present "The Dream of the Entrepreneur Award", an award for young entrepreneurs that offers support, knowledge sharing and coaching.
- **Arnaud Mourot, Director Ashoka** will outline a new business model in Europe, via an international organization that promotes social entrepreneurship.
- **Jakob von Uexkull** launched the Parliamentary Ombudsmen within the World Future Council, a kind of mediators who verifies that governments take into account the needs of future generations and favor their interests over the long run.
- **Chandran Nair** founded the [Global Institute for Tomorrow](#), an institute that studies the relationships between Asian values and the realities of the modern world. In his opinion, Asia must develop a new model of capitalism, which he called constrained capitalism that restricts access to natural resources and controls the destructive behaviors imposed on consumers. According to Chandran Nair, Asian countries have an urgent duty: "deconstruct" the consumerist (1) dream which was explicitly imposed on Asia and on other poor countries by Western capitalist countries.



## Testimonials

### **Michel Meunier**

#### ***President of CJD***

*"The Zermatt Summit invites you to take time to understand and identify key issues for the future of humanity. The values of CJD are similar to those of the Zermatt Summit. To the extent possible, we argue in favor of an economy at the service of life and of righteous fighting in order to protect natural resources and develop human capital."*

### **Arnaud Mourot**

#### ***President Europe Ashoka***

*"The Zermatt Summit is a rare moment, a timeless moment that allows us to ask fundamental questions about how our society and our economy work. By choosing the Common Good as its central theme of this third edition, Christopher Wasserman and his team are avant-garde. Because the answers to many of our society's dysfunctions are in reflecting upon the Common Good".*

### **Jakob Von Uexkull**

#### ***Founder and Co-founder of the Alternative Nobel Prize, the New Economics Foundation and the World Future Council***

*"I know from experience that we cannot build a common future unless we bring back a code of ethics in business and finance. The Zermatt Summit is a very inspiring initiative. It tries to find a way to replace a globalized consumption by a World Citizenship."*

## **2. Themes of the 2012 Zermatt Summit program**

### **GRAND HOTEL ZERMATTERHOF, June 21-23, 2012**

The detailed program is in the appendix to this press pack.

#### **Day 1, Thursday June 21, 2012 Towards the Common Good**

**Welcome Address** by Christopher Wasserman

**Panel Discussion & Roundtable 1** – Is there a Common Good?

**Testimonial** Common Good for peace

**Workshop 1** – What world do we want to build together in the future?

**Panel Discussion and Roundtable 2** – Global governance for the universal Common Good

**Zermatt Summit Declaration** on the Common Good to Humanize Globalization

**Testimonial** and short film from the Right Livelihood Award

**Testimonial through the Arts** – World Premiere “Women with Broken Wings”

#### **Day 2, Friday June 22, 2012 Towards the Common Good**

**Keynote Address:** How to move from the current crisis to a stable economy to serve the Common Good?

**Panel Discussion and Roundtable 3** – Turning conventional leadership upside-down for the Common Good of the company

**Panel Discussion and Roundtable 4** – Multi-stakeholder dialogue for the Common Good of society

**Keynote Address:** “Sustainability : innovation to save the world” – Towards people and the Common Good

**Workshop 2** – Backcasting : stand up and walk the talk

**Testimonial:** Women leading towards the Common Good

#### **Day 3, Saturday June 23, 2012 Towards the Common Good**

**Keynote Address** – Inspiring leadership and innovating entrepreneurship

**Panel Discussion and Roundtable 5** – Transforming Management Education: 50 +20 a radical vision and video

**Conclusion Panel Discussion and Roundtable 6** – Next steps towards the Common Good

## V. Flashback on Past Editions

The story begins in 2010 when the Summit's inaugural edition championed "**Changing Hearts and Minds**" and thereby upset the established lines of existing international economic summits. In 2011, the Zermatt Summit team spoke mainly to business managers and went a step further by organizing a summit on "Servant Leaders".

These two previous editions defined the Zermatt Summit as a call for action in three key areas for the companies:

- Broadening the business's purpose
- Integrating leadership and ethics
- Developing a corporate citizen commitment

**Results and concrete actions followed**, such as the financing of a movie on exemplary companies and media and with financial support for various projects:

- **Max Havelaar:** the Zermatt Summit supports the training of cooperative leaders.
- **World Future Council:** a project to bolster the representations of young people in European parliaments and supporting research on the impact of local currencies to boost local trade and local agriculture.
- **50+20 Plan:** business schools grouped together under the aegis of the United Nations in order to reform the curriculum of Business Schools. One goal of this group is increase the presence of the "Common Good" and the "Human Person" in curricula .
- **Aconcagua Summit:** a "cousin" of the Zermatt Summit in Chile created mainly to raise awareness of fragility. 21 projects were initiated at its last summit in October 2011.
- **Right Livelihood Award:** the Zermatt Summit supports the Alternative Nobel Prize Foundation .
- **www.WeDreamBusiness.org:** a web platform offering a gallery of companies who work to turn the desire to undertake and the companies into resources at the human values service.
- **Awareness and Economy:** a Zermatt Summit office in Geneva, it is a regularly held event to promote shared values and demonstrate how to translate values into actions. Some of the Swiss leaders are invited to make commitments and proposed 10 jobs for young people during this event.

**The Zermatt Summit is, above all, a platform for exchanges and reflection. A time to make commitments to spur change; commitments that are renewed year after year.**