





**5<sup>th</sup> Edition**  
**The Zermatt Summit**  
 Zermatt, 26-28 June 2014






*The Courage to Dare*



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| <b>Wednesday 25 June 2014 – PRE-EVENT</b> |   |
| <b>12:00–18:00</b>                        | Social & Business Co-Creation Jury meeting (European Competition) |

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| <b>Thursday 26 June 2014</b>  |  |
| <b>08:00 onwards</b>  | Participant registration   |
| <b>08:30-9:00</b><br><b>Christopher Wasserman</b> , Founder & Chairman, the Zermatt Summit Foundation<br><b>Nicolas Michel</b> , Member of the Board, Zermatt Summit / Professor on the Faculty of Law, University of Geneva / Former Under-Secretary-General for legal affairs of the UN | <p><b><i>Welcome address</i></b></p> <p><b><i>Dare to care: how to put the human person at the heart of business?</i></b></p> <p>The global financial crisis of 2008 and the aftermath, have spurred intense debate about capitalism and the purpose of the business enterprise.</p> <p>How can a new business paradigm be built where global corporations strive towards the Common Good and actively serve society by leading positively towards a world more respectful of the dignity of the Human person?</p>   |
| <b>09:00-10:50</b><br><br><br>  | <p>Roundtable/Q&amp;A - Speakers</p> <p><b>Hubert de Boisredon</b>, CEO, Armor Group<br/> <b>Jinyoung Lee Englund</b>, Director of Marketing &amp; Communications, Bitcoin Foundation<br/> <b>Melchior de Muralt</b>, Managing Partner, Pury Pictet Turrettini / Vice Chairman, Blue Orchard Finance<br/> <b>Juan Pablo Cerda</b>, Founding Partner, TECO Natural Resource Group Ltd</p> <p>Moderator:<br/> <b>Theodore Roosevelt Malloch</b>, Member of the Board, Zermatt Summit / Chairman &amp; CEO, Global Fiduciary Governance LLC / Research Professor,</p> |

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|             | Yale University   |
| 10:50-11:20 | Networking break  |
| 11:20-13:00 | <p><b><i>Blueprint for Better Business Workshop (Collaborative workshop, small groups)</i></b></p> <p>The aim of this initiative is to rally business leaders to explore the business need for change and how the rediscovery of corporate purpose focusing on personal values might best be brought together to serve the Common Good.</p> <p>Introduction:</p> <ul style="list-style-type: none"> <li>• <b>Antonin Pujos</b>, Secretary General at Fondation Ecophilos and Zermatt Summit Foundation</li> </ul> <p>Facilitators:</p> <ul style="list-style-type: none"> <li>• <b>Charles Wookey</b> project leader for the Blueprint for Better Business</li> <li>• <b>Loughlin Hickey</b>, former Global Head of Tax of KPMG</li> </ul>  |
| 13:00-14:00 | Networking lunch  |
| 14:00-15:40 | <p><b><i>Dare to serve: political leadership to serve the Common Good</i></b></p> <p>While political leaders are facing multiple and complex issues, the concept of the Common Good can help political leaders to address the inter-connected challenges of the 21st Century.</p> <p>Roundtable/Q&amp;A - Speakers</p> <ul style="list-style-type: none"> <li>• <b>Laurent Wauquiez</b>, Mayor of Puy-en-Velay, France / Member of French Parliament / former Minister of State</li> <li>• <b>Fredrik Galtung</b>, Chief Executive, Integrity Action</li> </ul> <p>Moderator:</p> <ul style="list-style-type: none"> <li>• <b>Nicolas Michel</b>, Member of the Board, Zermatt Summit / Professor on the Faculty of Law, University of Geneva / Former Under-Secretary-General for legal affairs of the UN</li> </ul> |
| 15:40-16:00 | <p><b><i>Inspiring keynote: the courage to act for the Common Good</i></b></p> <p>Talk by <b>Pierre-Yves Gomez</b>, Economist / President, French Academy of Management</p>   |
| 16:00-16:30 | <b>Personal exercises, silent work.</b> Participants are encouraged to do these exercises outside (in our beautiful nature)   |
| 16:30-17:15 | Networking break  |
| 17:15-17:35 | <p><b><i>Inspiring testimonies</i></b></p> <p><b><i>the courage to challenge the impossible</i></b></p> <p>Talk by <b>Antonio Meloto</b>, Founder Gawad Kalinga</p>   |
| 17:35-17:55 | <p><b><i>the courage to redefine business purposes</i></b></p>  |

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|                    | Talk by <b>Jochen Zeitz</b> , Cofounder & co-chair, The B-Team / Director, Kering / Founder, Zeitz Foundation  |
| <b>17:55-18:10</b> | <b>Q&amp;A</b>   |
| <b>18:10-18:40</b> | Networking break   |
| <b>18:40-19:30</b> | <b>Piano Concert</b><br> Soloist: <b>Elizabeth Sombart</b>  |
| <b>19:30-20:30</b> | Cocktail reception   |
| <b>20:30-22:00</b> | Official dinner: the Courage to Dare<br>Keynote speaker:<br> <b>Paul Rose</b> , Explorer/ Broadcaster/ Vice President, Royal Geographical Society |
| <b>22:00</b>       | Open bar & Jazz  |

| <b>Friday 27 June 2014</b> |  |
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|                            | <b><i>Dare to innovate: how does innovation accelerate human and social development?</i></b><br>How can innovative solutions, entrepreneurship or new ideas through technological creativity help tackle global issues while solving our biggest challenges in our search for the Common Good to make the world a better place?  |
| <b>08:30-08:50</b>         | Introduction<br> <b>Hisham el Sherif</b> , Chairman, IT Investments Group / Founder, Nile Online  |
| <b>08:50-10:30</b>         | Speakers:<br><br><br> <b>Hannah Chung</b> , Chief Creative Officer, Sproutel<br><b>Nicolas Célier</b> , Partner, Alven Capital / Co-founder Investir +<br><b>Declan Conway, CEO</b> , OpenSparkz Ip (Portugal)<br> <b>Pamela Hartigan</b> , Executive Director Skoll Center, Said Business School, Oxford / Cofounder, Volans Ventures<br><br>Moderator:<br><b>Joanne Sawicki</b> , CEO of Cerescom Ltd, award winning writer, director and producer |
| <b>10:30-11:00</b>         | Networking Break   |
|                            | <b><i>Dare to engage: empowering leaders for global change</i></b>   |

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| <p><b>11:00-11:20</b> </p> <p><b>11:20-13:00</b></p> <p><br/> <br/> <br/> <br/> </p> | <p>In today's world, leaders are particularly influential on matters of societal development while being responsible for the emergence of new models and practices in their respective fields of activity. Accordingly, they are responsible for what happens in the world and how the world is changing.</p> <p>A servant leader accepts to assist others in striving towards a shared objective which is more important than the satisfaction of one's own immediate individual interests. This dynamic might be referred to as the search of the Common Good</p> <p>Introduction</p> <ul style="list-style-type: none"> <li>• <b>Naftali Brawer</b>, CEO, Spiritual Capital Foundation</li> </ul> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• <b>Francesca Immacolata Chauqui</b>, Member of the Economic Commission to reform the Holy See / External Relations &amp; Communication, Ernst &amp; Young</li> <li>• <b>Manuel Leuthold</b>, Deputy CEO, Banque Privée Edmond de Rothschild SA</li> <li>• <b>Kate Robertson</b>, Co-Founder, One Young World / Co-Global President, Havas Worldwide</li> <li>• <b>Robert Rubinstein</b>, CEO &amp; Founder, TBLI Group</li> </ul> <p>Moderator:</p> <ul style="list-style-type: none"> <li>• <b>Henri-Claude de Bettignies</b>, Emeritus Distinguished Professor, CEIBS / Aviva Chair Emeritus Professor of Leadership and Responsibility, INSEAD</li> </ul> |
| <p><b>13:00-14:00</b></p>  | <p>Luncheon</p>   |
| <p><b>14:00-14:30</b></p> <p></p>   | <p><b><i>Inspiring keynote: the courage to develop the world</i></b></p> <p>Talk by <b>Marcela Escobari</b>, Executive Director, Harvard University's Center for International Development</p> <p><b>Q&amp;A</b></p>  |
| <p><b>14:30-16:00</b></p> <p></p>   | <p><b><i>Sparknews Workshop – Impact Zermatt Day (Collaborative workshop, small groups)</i></b></p> <p>Sparknews is known for having put together the “2013 Impact Journalism Day” that engaged 22 world's leading newspapers from 20 countries to share stories of hope, change and innovation with their 50 million readers.</p> <p>Facilitator:</p> <p><b>Christian de Boisredon</b>, writer, social entrepreneur and producer. Founder of Sparknews, Cofounder of Reporters of Hope (Reporters d'Espoirs) and Cofounder/producer of the Yunus Movie Project</p>   |
| <p><b>16:00-16:40</b></p>  | <p>Networking Break</p>   |
| <p><b>16:40-18:10</b></p>  | <p><b>Social &amp; Business Co-Creation – European Competition Awards Ceremony</b></p> <p>With Ashoka, Fondation Guilé, DPD and Boehringer Ingelheim.</p>   |

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|   | <p>An online collaborative competition to source, highlight and catalyze the most innovative co-creation projects in Europe led by social-mission organizations and traditional businesses. These projects will illustrate new forms of interaction between civil society and business to create shared social and economic value for the Common Good.</p> <p>More information here ( LINK <a href="http://www.changemakers.com/co-creation">www.changemakers.com/co-creation</a>)</p> |
| <p><b>18:10-18:30</b></p> <p></p> <p></p> | <p><b>Conclusion Keynote</b></p> <p><b><i>What do we take home? Key highlights and conclusions from the Summit</i></b></p> <p><b>Christopher Wasserman</b>, Founder and Chairman, The Zermatt Summit</p> <p><b>Father Nicolas Buttet</b>, Member of the Board, the Zermatt Summit Foundation / Founder, Eucharistein Fraternity</p>  |
| <p><b>19:10-23:00</b></p>   | <p><b>Swiss Night : dinner in the mountain (Sunegga Restaurant 2'288m)</b></p> <p>A social evening to relax and develop new relationships created during the Summit</p> <p><i>dress code business/casual</i></p> <p><i>19:00 Meeting point : In front of Mt Cervin Hotel</i></p> <p><i>19:15 Departure from hotel to cable car</i></p>   |

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| <p><b>Saturday 28 June 2014</b></p> |   |
| <p><b>08:00–11:00</b></p>           | <p><b>Matterhorn Excursion</b></p> <p><b>08:00 Meeting point in front of Mt Cervin</b></p> <p><i>Please note that registration is obligatory and the walk is full. for safety reasons, if you were not able to register online then please do not attend.</i></p> |