



**Wittenberg Center
for Global Ethics**

**Building Global Cooperation
– New Alliances with Africa**

**Results
of the
Wittenberg Dialogue Forum**

**“Fostering Entrepreneurial Spirit
– the Role of African Diplomats”**

**26.-27. September 2007
Wittenberg / Germany**

Main Sponsor

The Coca-Cola Company

1. Background

On September 26 and 27, 2007, Ambassadors and high-ranking officials of 12 African nations met with representatives from business and the OECD as well as distinguished Young Leaders in Wittenberg, Germany, under the Wittenberg Center for Global Ethics' program "Building Global Cooperation – New Alliances with Africa". The aim of the event was to exchange views and constructive ideas around the topic "Fostering Entrepreneurial Spirit - the Role of African Diplomats".

It was commonly agreed that sustainable development and a better integration of Africa in the global economic system need the encouragement of entrepreneurial spirit, which combines capabilities of leadership with a sense of responsibility and true partnership for mutual advantage. In a spirit of openness and commitment to the common cause, participants discussed promising strategies and pragmatic obstacles for realizing such partnerships and alliances. Together they reflected on their respective responsibilities concerning the advancement of this crucial task.

2. Observations

As social paradigms are shifting away from one-sided actions and programs towards a notion of partnership that demands investments from both sides and aims for mutual benefits, the need to reframe mental models is eminent. The Wittenberg Center's approach, which allows for compatibility between basic moral ideals, such as solidarity, justice, or sustainability, with the fact of self-interest, profit-driven market economies and competition, constitutes a valuable instrument for accomplishing this task. In the 21st century, "*no single actor is so resourceful or important that he can save the world alone, and no one is so deprived or insignificant that he cannot contribute to making the world a better place for human coexistence.*" (K. Homann). Hence, it is time to promote this shift of perspective and thereby improve the conditions of global cooperation for mutual advantage.

2.1 The Underlying Approach

The discussion was based on the Wittenberg Center for Global Ethics' understanding of ethics. At its center stands the concept of individual responsibility combined with the necessary institutional framework which makes it incentive-compatible for individuals to act responsibly.

The contribution to the "common good" is considered every individual's moral obligation and thus the basis of successful cooperation (normative premise). At the same time, the WCGE's approach regards individuals as empirical beings who always have to act under certain conditions of actions (positive premise). These conditions sometimes induce individual actors to act in a way that is harmful to the community as well as – in the long run – for themselves. The majority of these conditions cannot be changed by mere appeal to responsibility and moral obligation. Rather, individual as well as collective investments by all parties involved are needed to change the underlying (institutional) structure of the relationship and to bring about an improvement of the status quo. This concept thus presupposes that such investments will only be made, if they are consistent with (enlightened) individual self-interest and are based on a proper (normative and positive) analysis of existent alternatives of actions.

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|-----------------------------------|
| 1. Moral Ideals |
| 2. Empirical conditions |
| 3. Ethical judgements & decisions |

2.2 Problems Raised

With regard to this challenge, the participants discussed the following questions:

- Global economic and political power disparity: Can true partnership be forged between “unequal” partners? What is at stake for the “strong”? How can common interests be identified and impediments for the realization of mutual gains be overcome?
- The rapid deterioration of the farming sector in Africa: How can rural life and agricultural production be preserved or revived? Moreover: How can a fair trading regime be institutionalized on a global level?
- From brain *drain* to brain *gain*: How can Africa keep up in global competition for human resources?
- Tradition *and* modernity: Which institutional arrangements work in which contexts / for which problems? How can different arrangements be made mutually supportive?
- Generally speaking: How can auspicious concepts such as “Partnership” and/or “Entrepreneurial Spirit” be concretely applied to achieve changes where they are most needed?

It was emphasized that the role of a dialogue with the Wittenberg Center is not to produce concrete policy solutions but to contribute to a better understanding of underlying mental frameworks which either foster or hinder global cooperation. Therefore, special emphasis is given to Young Leaders.

3. Recommendations

In order to contribute to a constructive dialogue, the participants advanced the following recommendations:

3.1 African Diplomats

- Facilitate dialogue: Bridge and translate different perspectives from the traditional, patronizing approach of interaction to co-operation that focuses on finding common solutions for common challenges;
- Focus discussions on core problems, e.g. concerning marginalization and poverty: How do the poor harness the resources at their disposal? How can promising concepts such as “bottom of the pyramid” and increasing public pressure be utilized to forge long-term partnerships with business companies?
- Promote “Entrepreneurial Spirit”: By assisting in creating the necessary institutions that motivate individuals and SMEs to turn their visions into reality. Further engage in dialogue with partners from business and civil society to foster leadership development: self-commitment, ownership and responsibility, innovation and public spiritedness confronting challenges.
- Engage in discussion with Young Leaders: E.g. about political papers (of the AU, NEPAD and others) and the paradigms that lay behind them; thus help raise their interest, understanding of political agendas, and ensure their support.

- Acknowledges the Declaration from the Young Leaders workshop: “Entrepreneurial Spirit and the Comparative advantages in Africa and call on policy makers to further address the thesis made.

3.2 By the Wittenberg Center

- Ensure quality of dialogue: Make sure that empirical constraints to successful cooperation are taken seriously and discussed in a way that paves the way for their surmounting;
- Use its platform for fruitful dialogue and aim at incentive-compatible responsibilities to foster necessary changes;
- Customize its program: Bring concepts such as “Partnership” or “Entrepreneurial Spirit” down to practical problems and provide theoretical basis for potential solutions; envisage workshops and seminars on the African continent with African and other international participants;
- Conduct further research concerning mutual trust, reliability, and the question of how investments in such crucial assets can be fostered;
- Continue to engage people from business, politics and civil society of all ages, who are committed to ensure growth, development and visibility of the Center’s concepts and effectively communicate the ideas of Global Ethics to all peoples and cultures. Special emphasis needs to be given to the capacity building of Young Leaders as well as the formation of institutional and human capital.

4. Follow Up

In order to sustain partnership and implement concrete measures that foster the achievement of the common goal, participants agreed on taking the following steps:

- As a unique platform for open dialogue and the synchronization of strategies, such meeting will be performed on a regular basis (e. g. 2 times per year); thereby, the agenda will be focused on specific issues and topics of common importance;
- Training at the Wittenberg Center, especially for Young Leaders, will be intensified by offering a summer school program in 2008; embassies will grant their support in search of adequate participants from their respective countries and ensure the knowledge transfer as well as appropriate follow-up measures.



5. Participants

Government / Politics

H.E.	Moses Mabokela	CHIKANE	Ambassador of the Republic of South Africa
H.E. Prof.	Isaac Chikwekwere Zelia	LAMBA CHAKALE- CHIMWELE	Ambassador of the Republic of Malawi First Secretary (Political), Republic of Malawi
H.E.	Kassahun	AYELE TESEMMA	Ambassador of the Republic of Ethiopia
H.E. Prof.	Peter Hitjjevi Jane	KATJAVIVI KATJAVIVI	Ambassador of the Republic of Namibia Republic of Namibia
H.E.	Hocine	MEGHAR	Ambassador of the People's Democratic Republic of Algeria
H.E.	Marie Ghiselaine	HENRISON	Ambassador of the Republic of Mauritius
H.E.	Mohammed Rachad	BOUHLAL	Ambassador of the Kingdom of Morocco
H.E.	Alphonse	RALISON	Ambassador of the Republic of Madagascar
H.E.	Carlos Patrick	DOS SANTOS OKOYE	Ambassador of the Republic of Mozambique Ambassador's Counsellor of the Federal Republic of Nigeria
	James Dikgakgamatso M.	NGANGO MOREMI	First Counsellor of the Republic of Rwanda Ambassador's Counsellor of the Republic of Botswana

Business and Society

Prof. h.c.	Josef Doris Heino	SCHLEICHER. SCHLEICHER von MEYER	Daimler AG, Director External Affairs & Public Policy OECD, Head of Berlin Office
Prof. Dr.	Arnis John Halstaff Rosina Ruth	VILKS., COLES COLES	HHL Leipzig Graduate School of Management Business Sector United Kingdom Civil Servant, British Government

Young Leaders

Dr.	Akouavi Dela	APEDJINO	ADV-NRW.e.V. Central Council of Africans in Germany
Dr.	Ananni	APEDJINO.	Hospital of Lünen, Medical Doctor
PD Dr.	Rose-Juliet André	ANYANWU DEGBEON	University of Frankfurt/Main, Lecturer Afro TV, Founder & CEO

Wittenberg Center

	Paul	ROSSER	President, America Foundation for the Wittenberg Center for Global Ethics USA
Prof. Dr.	Andreas	SUCHANEK	Management Board, Wittenberg Center for Global Ethics
	Waldemar	HÖTTE	Managing Director, Wittenberg Center for Global Ethics
	Tumenta F. Mario	KENNEDY KLIMPKE	Program Director, Building Global Cooperation Team Assistant, Wittenberg Center for Global Ethics
	Klaus	KERSCHER	Program Building Global Cooperation, Team Member
	Johannes	LANGE	Team Member, Program Building Global Cooperation
	Susanne	PAUL	Team Member, Program Building Global Cooperation
	Barbara	HARTMANN	Team Member, Program Building Global Cooperation
	Ayodele Victor	AWA	Team Member, Program Building Global Cooperation
	Joaquim	MUCAVELE	Team Member, Program Building Global Cooperation

6. Acknowledgement

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