



## Wittenberg Center for Global Ethics

Building Global Cooperation



## Summer School 2008

### “Ethics in Global Leadership”

July 20 – 26, 2008

Draft Concept Paper

### Content

Background

The Summer School

- The Focal Point
- Themes
- Structure
- Target Group

The Wittenberg Center

### Contact

TUMENTA F. Kennedy

Wittenberg Center for Global Ethics  
Collegienstrasse 62  
06886 Lutherstadt Wittenberg, Germany  
Tel. +49 - 3491 - 466 241  
+49 - 1762 - 813 67 98  
Fax +49 - 3491 - 466 258  
Email [kennedy@wcge.org](mailto:kennedy@wcge.org)  
Internet [www.wcge.org](http://www.wcge.org)  
[www.globalcooperation.org](http://www.globalcooperation.org)

Partner



## Background

---

At the threshold of the 21st century, the experiences of many people are characterized by conflicts and contradictions. Although a global society with all its opportunities for mutual enrichment, cooperation, and exchange has become a reality in many respects, tensions, conflicts, hunger and local war are still present. Advancement of transport services and communication technologies are linking human beings but at the same time many individuals experience marginalization, impaired relationship and poverty. The forces of economics and scientific innovation have proven to be more powerful than ever before, but at the same time, more and more people seem to be left behind as losers in the shadow of development.

There is, however, a broad consensus on the desire that all human beings participate in the advancement of science, technology, the economy and culture. A world order of peace and justice that offers sustained prosperity for all human beings seems not only to be desirable, but also a necessity for a sustainable world order. At the same time, there exist many impediments: Complexity, time pressure, mutual misunderstandings, and sometimes myopia and a lack of clarity as well as badly structured or simply lacking governance structures block the path to be taken to reach this goal. Hence leaders and executives are needed who are able to prevent tomorrow's problems or deal with them reasonably, as well as, perceive relevant alternatives with clarity, create conditions for cooperation, and communicate authentically.

## The Summer School

---

In this context, the summer school aims at giving young leaders the opportunity to deliberate on these challenges and opportunities of the 21st century. It seeks to help future executives to manage challenges in an ethically responsible and economically efficient way.

It will create a forum where the participants will have the opportunity to discuss and exchange ideas with high-ranking international representatives from a variety of backgrounds, such as politics, economics and business, academia, as well as the civil society. The summer school schedules to take place in Lutherstadt Wittenberg, Germany.

The summer school will give the participants an understanding of the functional logic of the different sectors of society. Moreover, it will provide important insights to the conditions that sometimes induce individual actors (in business, politics, media and civil

society) to act in a way that is harmful to the community as well as – in the long run – for themselves.

This summer school is a follow-up to series of already successfully accomplished projects: conferences, workshops, lighthouse projects and interactive sections between and amongst diplomats, businesses and scholars, within the context of the program "Building Global Cooperation".

## **The Focal Point**

The summer school's aim is to offer some heuristics for changing existing paradigms to promote consciousness for global issues, mutual dependencies, and worldwide inclusion as well as to empower participants with the necessary entrepreneurial spiritedness for both private and collective action. Changing paradigms means to question and rethink traditional mental models in order to understand others' needs and interests. Thereby, new insights and solutions may be found which help, on one side, to adjust one's expectations to what can be achieved realistically but which are guided by the vision to create "win-win-situations".

The focal point of this paradigm of Global Ethics is the **Golden Rule: Invest in the conditions of social cooperation for mutual advantage!**

This approach, takes the moral obligation of every individual actor to contribute to the "common good" as the basis of successful social cooperation (normative conviction). At the same time, it considers individuals as empirical beings that always have to act under certain conditions of actions such as trust, competition, the behavior of others, institutions, traditions, etc. (positive conviction). 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. A majority of these conditions cannot be changed by mere appeal to responsibility and moral obligation; rather they require collective investments by all parties involved. It thus presupposes that such investments will only be made, if they are consistent with (enlightened) individual self-interest based on a proper (normative and positive) analysis of existent alternatives of actions. Therefore, the aim is to initiate a new way of thinking in order to generate a shift in paradigm as far as conventional mental models are concerned.

The courses, lectures, and case studies are aligned in order to deepen the understanding of the **Golden Rule** and its implications.

## Themes

---

### **“Entrepreneurial Spirit”**

addresses the individual determination to overcome political, economic, social, institutional and organizational constraints that deter individual actors from investing in promising projects that could better their lives and those of others. Against the backdrop of globalization and world-wide competition, there are numerous examples of people who are living under harsh conditions; however they still take responsibility for their own future and reflect about their own possibilities for change and development. This is what we consider Entrepreneurial Spirit. It is about leadership: ownership and responsibility, confronting challenges, innovation and public spiritedness. Although it is not possible to “teach” Entrepreneurial Spirit, the summer school aims at conveying some of the conditions that foster Entrepreneurial Spiritedness.

### **“New Governance”**

focuses on the political processes, partnerships, and institutions needed to better empower cooperation and development for mutual advantage, on the local, national, and global level. Special attention is given to innovative governance mechanisms e.g. the New Partnership for Africa’s Development (NEPAD), as a remarkable way to ensure collective self-commitment.

### **“Corporate Responsibility”**

underlines the role of the private sector in fostering sustainable development. The companies’ social responsibility requires entrepreneurial leadership. Topics encompass the development of a theoretically sound and practically relevant concept of corporate responsibility as well as a discussion of current trends, initiatives, and examples such as the UN Global Compact and the “Bottom of the pyramid”-approach.

### **“Sustainable Development”**

addresses the political, social, economic, and ecological dimension of promoting long-run prosperity with higher living standards at a global scale under conditions of globalization.

In addressing the above themes, the Wittenberg Center together with experts and practitioners from academia, business, politics, media and the civil society, will provide a conceptual basis, an atmosphere for participants to develop a deeper understanding of the foundations of global cooperation as well as innovative leadership tool needed to manage diversities and complexities in business, politic and civil society.

## Structure

The summer school will combine academic lecture, dialogue, lighthouse examples as well as practical projects to meet its aspiration.

### Structure

- A. Conceptual basics → Lectures, Key Notes
- B. Working Group sessions → Case Studies, Lighthouse Projects
- C. Dialogue → Plenary Discussion
- D. Excursion, Networking and Cultural Program

Leading scientists shall deliver academic lectures and keynotes from up-to-date research on the different themes.

They are complemented with keynotes and panel discussions from eminent persons from different sectors of society as well as different parts of the globe. Innovative lighthouse examples reflecting the challenges or successes vis-à-vis the applicability of the concepts learned will be presented to (and by) the participants.

Participants will have the opportunity to work on case studies in rotating working group sessions. At this stage, the aim is to give the participants an understanding of the functional logic of the different sectors of society. Moreover, these sessions will provide them with valuable insights about those empirical conditions that sometimes deter individual actors to invest according to the Golden Rule.

The summer school is interwoven with excursions and cultural activities to give the participants room for leisure and networking.

## Target Group

The summer school is limited to 50 participants and addresses future leaders in various fields. In order to ensure insights from different perspectives, they will be representatives of the international community as well as from business, politics, academics and civil society. The formation of an international as well as interdisciplinary assembly will enable participants to experience and successfully work within the complexity and interrelatedness of modern society.

### **Language**

The summer school will be conducted in English only. Proficiency in English language is required.

# The Wittenberg Center

---

The Wittenberg Center for Global Ethics (WCGE) is an initiative founded by Ambassador Andrew Young and former German Foreign Minister Hans-Dietrich Genscher. Its mission is to identify and promote common ethical core principles that promote peace, justice and prosperity in the emerging world society.

Since 2001, the Wittenberg Center is pursuing the program "**Building Global Cooperation**". It is designed as a common working program that stimulates mutual understanding and collective learning. It aims at bringing together people from business, politics and civil society and offers them both an organizational platform as well as the conceptual framework for rethinking prevailing mental models. The program aims at building leadership qualities as a vital instrument for social change in modern society.

## Place

The summer school will take place in the LEUCOREA, the 500 years old University of Wittenberg. With a unique legacy of reformatory, intellectual and humanistic thinking, this small town once created a global impact. It is this environment which fosters inspiration, intellectual discourse and innovation.



The Wittenberg Center for Global Ethics is located within the walls of the 500 years old Wittenberg University LEUCOREA.