

MEDIA ALERT: World Forum for Ethics in Business Award for outstanding public figure awarded to:

HE Andris Piebalgs, The European Commissioner for Development.

What: The World Forum for Ethics in Business (WFEB) is pleased to announce that its Annual Award for the Most Outstanding Public Figure for the Year 2010 is awarded to: **HE Andris Piebalgs, The European Commissioner for Development.**

Mr. Piebalgs will receive this prestigious award from WFEB-Co-Chair and MEP Nirj Deva and HH Sri Sri Ravi Shankar, WFEB-Co-Founder and Founder of the International Association for Human Values and the Art of Living Foundation (one of the world's largest Development NGO operating in 152 countries with a global volunteer membership of 48 million people).

Where: Financial Management Tower, The Financial Tower,
13 Boulevard Pacheco, Brussels
During the Africa conference of the World Bank Institute

When: Thursday, 18th November 2010, at 16:00

Why: This award is made in recognition of his achievements on:

- Managing efficiently and dispersing the EU €38bn grants for poverty alleviation.
- Securing the EU's 0.7% GNI commitment to aid by 2015 from the 27 Heads of State and Governments.
- Securing an increase in the quality of aid.
- Empowering the EU to speak with a single strong voice at the UN Summit on Millennium Development Goals; and leading by example through the EU's extra "1bn initiative" for Millennium Development Goals.
- Ensuring a Single EU pledge of €1.6 billion and coordination of the reconstruction of Haiti.
- Launching strategic initiative for the green electrification of the whole of sub Saharan Africa.
- Launching a new plan to ensure Food Security for ALL in developing countries.
- Getting Climate Change to be a driver for economic growth and poverty

- alleviation in developing countries.
- Putting wealth creation through a business friendly environment as a key of poverty reduction.
 - Launching new mechanisms to increase Transparency and Mutual Accountability of aid in the promotion of good governance and ethics.
 - Taking the lead to ensure the highest impact and most added value of each Euro spent in development.

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Note to editors:

The World Forum for Ethics in Business is

- a registered public interest foundation based in Belgium.
- The mandate of the Forum includes all manners of pursuing and establishing the indispensable ethical foundations of business in a globalized world.
- The Forum, chaired by Dr. Sanjay Pradhan, has grown out of the International Business & Leadership Symposium on Ethics in Business convened annually by the International Association for Human Values.
- WFEB partners are the World Bank Institute and the International Association for Human Values
- www.wfeb.org

Nirj Deva is Member of the European Parliament elected in 1999 as one of the Conservatives' five MEPs representing the South East of United Kingdom and has joined a new European Parliament with a clear centre-right majority - the first in a decade. He was re-elected in 2004.

Nirj is one of 27 UK Conservatives who are now part of the European Parliament's majority political group. The Group of the European People's Party and European Democrats in the European Parliament (EPP/ED Group) consists of 288 MEPs from all 27 member states. www.nirjdeva.com

His Holiness Sri Sri Ravi Shankar is a renowned spiritual leader and multi-faceted humanitarian whose mission of uniting the world into a violence-free family has inspired millions of people worldwide. The icon of non-violence and universal human values, Sri Sri seeks global peace through service and dialog.

In 1981, Sri Sri started the Art of Living Foundation, an international nonprofit educational and humanitarian organization and in 1997, Sri Sri founded the International Association for Human Values (IAHV), a humanitarian nonprofit organization that advances human values in political, economic, industrial, and social spheres.

Sri Sri travels to more than 40 countries a year to share his message of social responsibility, and that all great spiritual traditions share common goals and values. His teachings of love, practical wisdom, and service promote harmony among people, and encourage individuals to follow their chosen spiritual path, while honouring other paths. www.srisri.org

The International Association for Human Values (IAHV) works in five main program areas:

- Ethics in business and corporate social responsibility
- Value-based education
- Rural development and socio-economic progress
- Conflict management through dialogue between the cultures
- Humanitarian relief and post-disaster rehabilitation/reconstruction

IAHV maintains special consultative status with the Economic and Social Council (ECOSOC) of the United Nations, and actively participates in UN committees and activities related to social development, health and conflict resolution.

IAHV cooperates with a full range of agencies and stakeholders such as international bodies, NGOs, rural communities, governments and corporations to implement strategies for personal development and encourage the practice of human values in everyday life. www.iahv.org

The World Bank Institute is the World Bank Group's principal provider of learning activities. It has delivered training courses and seminars since the 1950s, mostly for government officials in developing countries on such topics as macroeconomic policy, poverty reduction, health, education, and policy reform in other economic sectors.

During the past decade, WBI increased its activities on a broader range of subjects aligned with the World Bank's regional and country development priorities. It also expanded its audiences to include non-state actors such as civil society organizations, the private sector, journalists, and parliamentarians. www.worldbank.org/wbi/