



# ETHICS Business

15th September, 2pm  
BI Norwegian School of Management  
(Auditorium C1 - 020)

In cooperation with the French Embassy in Norway, BI Norwegian School of Management organizes Guest lecture series, which are part of the MSc core course “Corporate Responsibility and Ethical Reflection”.

The first lecture series will be held on Tuesday, September 15th.

## HOW TO IMPLEMENT ETHICAL RESPONSIBILITY IN BUSINESS ? EXAMPLES FROM FRENCH COMPANIES

In order to live up to society’s expectations, many companies today have a written code of ethics or a value statement. However, as scandals have shown, such a document can mean a lot or very little unless it is a living document which is acted upon. In order to develop and to sustain an organizational culture characterized by ethical responsibility, managers need to do more. For example, they have to tackle the following: How does one translate ethical responsibility into strategic decision making? How does one motivate employees? How does one communicate the importance of ethics? How does one deal with cultural differences both at home and abroad? What do French companies see as a particular challenge with regard to ethical responsibility? Do codes of ethics undermine independent ethical reflection and thinking? These and other questions will be dealt with at the seminar. The seminar brings together French business representatives, academics and students, and engages them in an interactive dialogue about ethical responsibility in business.

### PROGRAMME

14.00-14.10	Introduction Prof. Heidi Høivik Center for Ethics & Leadership, BI Norwegian School of Management
14.10-15.00	“Access to medicine”, a very concrete example of Corporate Social Responsibility Dr. Robert Sebbag, Vice President Access to Medicines, Sanofi-Aventis
15.00-15.10	Pause
15.10-16.00	Business Ethics – Walk the talk? Mr. Bernard Portnoi, Chairman of Veolia Environnement’s Ethics Committee
16.00-16.10	Pause
16.10-16.50	Developing and sustaining moral competence in companies Prof. Heidi Høivik, Center for Ethics & Leadership, BI Norwegian School of Management

[Information / registration](#)

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## Prof. Heidi Hoivik

teaches and researches ethics in business and leadership issues. She is responsible for the Master of Science core course on Corporate Responsibility and Ethical Reflection into which this year's guest lectures are integrated as part of the curriculum.

Prof. Heidi Høivik was until 2005 elected president of the European Business Ethics Network (EBEN), where she was instrumental in establishing local chapters for academics, business

representatives and doctoral students in several countries. Since 1999, she has been involved in teaching and doing research in China and holds a guest professorship at the Academy of Social Sciences in Shanghai until 2011.

She has wide experience from consulting and has been responsible for developing programs in ethics for financial institutions and major companies. Her present research focuses on developing CR and Ethics in small and medium size companies. She is a member of several academic organizations and referee of academic journals.



## Dr Robert Sebbag

is currently Vice President Access to Medicines at Sanofi-Aventis. In his role, Dr Sebbag participates in the company's access to medicines strategy development for the Southern Hemisphere.

Prior to joining Sanofi-Aventis, Dr. Sebbag worked in Brussels for the European pharmaceutical industry association (EFPIA) on creating a communication platform for the pharmaceutical companies operating in Europe. In his prior role, he was Senior Vice President of Communications for the vaccine company, Aventis Pasteur (today known as Sanofi Pasteur).

In addition to his activities within the pharmaceutical industry, Dr. Sebbag is also teaching public health courses within

the Paris hospital system, focusing on tropical parasitic diseases.

Dr. Sebbag is active within the French Red Cross and has participated in numerous health missions in the Southern Hemisphere. Dr. Sebbag is a Doctor in Medicine with specialty in tropical parasitic diseases and training in psychiatry.

Sanofi-Aventis is the world 4th biggest pharmaceutical company. Corporate Social Responsibility (CSR) is an integrated part of Sanofi-Aventis business strategy. The company takes action through practical initiatives, by establishing a program called "Access to Medicines". Dr Sebbag will present the Access to Medicines policy which is a very concrete example of CSR. It is not a mere device to enhance the corporate image, but exemplifies one of the fundamental values of the group: Solidarity.



## Mr. Bernard Portnoi

is Chairman of the Veolia Environnement Ethics Committee.

He has a long carrier in law. Both as lawyer from the Paris Bar (1966-1975 and 1995-2001) and as attorney and former Vice President of Administration & Legal Affairs in the Water division of Veolia Environnement 1976-1995.

Mr. Portnoi retired from Veolia in 2002 and has been Chairman of the Veolia Environnement Ethics Committee since March 2004.

Veolia Environnement is the world leader in environmental services. With operations on every continent and more than 336,000 employees, the company provides customized solutions to meet the needs of municipal and industrial customers in four complementary segments:

water, environmental services, energy services and passenger transportation. Veolia Environnement recorded revenue of 36.2 billion euros in 2008.

Veolia Environnement has created an "Ethics, Belief and Responsibility" program that applies to everyone. The Ethics Committee's primary responsibility is to observe what the "Ethics, Belief and Responsibility" program means for company employees and the work practices adopted as a result. The Committee functions independently of management and strives to work in perfect harmony with all Veolia Environnement employees.

Mr. Portnoi's will in his speech explain the work of Veolia Environnement Ethics Committee and introduce thoughts and ways of defining corporate ethics.

Mr. Portnoi will also give examples of whistle blowing in Veolia.