



# RESPONSIBLE LEADERSHIP SUMMIT

## SHAPING OUR FUTURE

### FOR IMMEDIATE RELEASE

### FORMER IRISH PRESIDENT MARY ROBINSON PROVIDES KEYNOTE ADDRESS AT IMD RESPONSIBLE LEADERSHIP SUMMIT

**Lausanne, Switzerland, February 1, 2009** – Mary Robinson, former President of Ireland and former United Nations High Commissioner for Human Rights, urged participants to engage more actively on human rights issues in her keynote address which opened the three-day Responsible Leadership Summit at IMD.

“In a world so deeply divided between rich and poor, North and South, religious and secular, us and them, we need more than ever common values – a ‘common standard of achievement’ as the Universal Declaration of Human Rights puts it,” she stated. “All of us need tools to hold governments accountable for their performance. The Universal Declaration, which has been affirmed and reaffirmed by governments for more than half a century, is central to that cause.”

Robinson noted that public demands on companies and individual business leaders to demonstrate responsible behavior will only grow in the years to come. The focus of these demands will increasingly center around human rights principles and standards.

“Business managers who view human rights and other social issues as just philanthropy, or as an afterthought, will face a growing number of risks. I am hopeful that we will increasingly see the emergence of another kind of leader – one who is able to incorporate human rights and other ethical issues into her or his decision-making. That will not only be good for business, but it will also be a powerful force in realizing human rights for all.”

Members of the media can follow the Responsible Leadership Summit online at [www.imd.ch/summitcoverage](http://www.imd.ch/summitcoverage). Summaries will be available from all sessions, which feature a team of IMD Faculty and the following guest speakers:

- **Aziuddin Admad**, Professor of the Graduate School Management, Putra University
- **Peter Bakker**, CEO of TNT
- **John Elkington**, Founding Partner & Director of Volans Ventures
- **Victor Fung**, ICC Chairman



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- **Wendy Luhabe**, Chair of the Industrial Development Corporation of South Africa Ltd & Chancellor of Johannesburg University
- **Raji Pawar**, Chairman NIIT
- **Kamal Quadir**, Founder of GrameenPhone and Emergence BioEnergy Inc.

IMD will also feature a Responsible Leadership section on its YouTube channel in which Faculty, guest speakers and participants provide an answer to the question: "How do you think responsible leadership will shape the future of business and society?" The content can be found at [www.youtube.com/imd](http://www.youtube.com/imd).

The Summit's focus is on responsible leadership at the global, corporate and individual level. The last day of the Responsible Leadership Summit will be run in partnership with the Evian Group at IMD and the International Chamber of Commerce.

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### About IMD

IMD is a leading global business school based in Switzerland. For over 60 years IMD has worked with leading global companies to develop and retain management talent. IMD is the "global meeting place": the most international of business schools worldwide. IMD offers learning based on innovative and highly relevant research. Learning that can be applied to business challenges - immediately. This is IMD's "Real World. Real Learning" approach. ([www.imd.ch](http://www.imd.ch)).

IMD is ranked number one worldwide in executive education (*Financial Times*, 2008). IMD's MBA is ranked first worldwide (*The Economist*, 2008).

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