

# BUSINESS ETHICS CENTER OF JERUSALEM



## Report of Activity 2006

*The Business Ethics Center of Jerusalem continues to offer a range of quality educational, research and consultative projects. The center now works closely with two of the largest international conglomerates and its expert staff members are regularly invited to address conferences in Israel and around the world.*

### Ethics, Education and Intellectual Property – IP. ED.

The Center's key educational project is an initiative to develop teaching programs for Israeli high school on ethics and intellectual property. The current year's focus has been on the problem of plagiarism.

#### Highlights for this year:

- We are delighted that **Microsoft** (Israel) Ltd. joined **Pfizer** Pharmaceuticals (Israel) Ltd as lead corporate partners for the IP. ED. project.
- In September we were honored with a public launch event for the project hosted by the **US Ambassador** which was widely featured in the Israeli press.
- Also in September, the **Israel Ministry of Education** publicly announced the adoption of the IP. ED. project within the formal educational system. Thousands of teachers and tens of thousands of students will be benefiting from the program this academic year.
- Our Teaching Guide on Plagiarism was printed in Hebrew and Arabic editions and distributed throughout the Israeli educational system.
- The Center worked with the US Embassy to arrange for a delegation of leading educationalists from the Israel Min. of education to be sent on a 10 day US State Department funded International Visitors Program in May to study ethics and education on intellectual property.



Microsoft Israel CEO Danny Yamin speaks at the IP. ED. Launch event

### Global Integrity - International Activities

#### Highlights for this year:

- The Center's new affiliate project, the **Global Integrity Network** was formally inaugurated. The Network was established to further the mission of the Center outside of Israel and in North America in particular. The role of the Network is to provide a framework for study and promotion of Jewish ethical values and to develop local activity in order to foster integrity in business, Jewish society and in the wider world.

- The first North American chapter of the Network was established in Orange County, California and plans are in place to develop new chapters in Toronto and New York in 2007.
- Two community "**Ethicist in Residence**" programs were held in Orange County, California in March and December. A wide range of presentations were made by our ethicists, Rabbi Dr. Asher Meir and Dr. Meir Tamari, at communal organizations, board rooms, law firms, schools and Synagogues.
- A further "Ethicist in Residence" program was held in Toronto, Ontario in March led by Rabbi Dr. Asher Meir and Rabbi Pinchas Rosenstein
- The Center, in cooperation with the Global Integrity Network, have developed a comprehensive teaching guide on "Ethics of Marketing". This is the first in a series planned for study groups of businesspeople and professionals. The program also included training sessions for peer facilitators for the study groups.



Teacher training at the Tarbut Ve-Torah School in Orange County, California

## Corporate Ethics & Governance

A major focus area for the Business Ethics Center is the development and provision of programs, products, consultancy services and research projects for the Israeli corporate sector. Currently initiated programs include:

- Book Publication: The Center is currently completing a "**Guide to Development of Corporate Codes**". This will be the first book of its kind to be published in Israel
- The Center carries out corporate ethics surveys to establish benchmarks for standards. The fourth survey will be completed in early 2007.

## International Conferences

*Staff of the Business Ethics Center participated in various international conferences*

- *May: Milan, Italy* – Special conference organized by **Finetica, Bocconi University** in association with the Vatican, on Religion and Economic Prosperity. Dr. Meir Tamari and Rabbi Pinchas Rosenstein were invited to provide perspectives from the Jewish religion and participated in panel discussions.



Pinchas Rosenstein in a panel discussion at Bocconi Univ. in Milan

- *November: New York* – Annual **Business & Social Responsibility (BSR) conference**. Rabbi Dr. Asher Meir was invited to participate in a panel discussion on religious perspectives on corporate social responsibility.

## Policy Think Tank

The Center's research department continued to publish articles and position papers on social-economic issues from an ethical viewpoint.

### Highlights for this year:

- Completion of a two year economic policy project by Dr. Asher Meir to develop the "**Livability Index**" an innovative economic welfare indicator.
- Publication in December by Rabbi Ido Rechnitz of a research paper on utilizing Jewish values to objectively measure poverty standards.
- Two lectures on the Livability Index were presented by Dr. Asher Meir to senior staff at the **Israel Central Bureau of Statistics**
- Dr. Meir and Rabbi Rechnitz presented papers on the ethics of credit and bankruptcy at a conference on Ethics in Banking at Bar Ilan University. Their presentations were subsequently published in the Israel Banking Quarterly.
- Dr. Asher Meir was the closing speaker at the "Ethics of Business Sponsorship of Scientific Research" conference, organized in November by the Jerusalem Center for Ethics at Kibbutz Lavi. The conference featured leading ethicists, scientists and legislators.



Research project supporters Lord Kalms & Wim Post of the Noaber Foundation together with Dr. Asher Meir at a presentation held at the Institute for Economic Affairs (IEA) in London

### Press & Internet

- The **Jewish Ethicist**, our weekly Internet ethics advice column is now in its sixth year with over 270 columns archived on our website. 20,000+ people see the column each week on a range of prominent websites.
- Dr. Asher Meir's weekly "Ethics @ Work" column in the Jerusalem Post printed, International and Internet editions is now in its third year.

### Interns

The Center initiated a new Interns framework this year in cooperation with the Jewish Agency for Israel (JAFI). A total of six graduate and undergraduate interns from the USA, UK and Hungary successfully worked at the center for periods of between 2-6 months. The interns worked with staff members on specific projects in projects relevant to their area of study in University.

***A special thanks to all our supporters for having made the work of the Business Ethics Center possible and for being partners in our effort to introduce integrity into the workplace.***

***For further information please contact Pinchas Rosenstein at [pinchas@etika.org.il](mailto:pinchas@etika.org.il) or call 972-2-6320222***

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