



## Thank you



*Walter Fust  
President of the Board*



*Prof. Dr.  
Christoph Stückelberger  
Executive Director  
and Founder*

2010 was another year of considerable development for Globethics.net.

In the network, the number of registered participants tripled within a year from 4'490 to 14'125 people by the end of 2010 and to nearly 21'000 by April 2011! People from 211 countries/territories used the online services in 2010.

Most of the website visits came from countries in Asia: Indonesia, India, China, but also the Philippines, Malaysia, Pakistan, Iran and others. This is one fruit of the Globethics.net regional programmes in Indonesia, India and China. We hope that the new programmes in East Africa and Latin America planned for 2011 will have a similar impact.

In the library, the number of documents freely available for participants was increased further, in particular with new reference books. The number of downloads of full text articles and books from the online library and from the open Forum almost doubled. A new wing of the library in addition to the main ethics library was prepared: a global theological library.

The research projects, conferences and publications have been concentrated on the long-term focus of business ethics, interreligious ethics and responsible leadership. Many participants expressed interest in medical and health ethics.

**Top:** Globethics.net International Conference on Business Ethics in Mysore/India, April 2010. **Middle-left:** Students in Banjarmasin/Indonesia **Middle-right:** Students using the Globethics.net library in Kinshasa/DR Congo **Bottom:** Globethics.net workshop on responsible business leadership in Guangzhou/China, July 2010 with entrepreneurs and ethicists.



We thank all those who are engaged in value-based decisions in their professional, private and political life, wherever they act. We thank all those who make Globethics.net a community of hope: the participants, the volunteers, the authors, the service providers, but especially the donors, the regional programme staff and directors, the international staff and the international Board of Foundation. The donors are key and we hope that more institutions and individuals will contribute and share our vision of a world where people strive to live together in mutual respect, deep listening, open dialogue, giving fair access to resources, with responsible leadership and courageous action.



# Network:

## Visits from 211 Countries/Territories

The Globethics.net network has been growing very fast! In 2010 nearly 10'000 participants registered on Globethics.net. The first peak of registrations was in June when the monthly registrations doubled from about 200 per month and went up to 400, mainly due to online marketing and search engine optimization. Then in October 2010 the number increased to more than 1'500 registrations per month. By the end of the year we had 14'125 registered participants (see table). In terms of geographical distribution, India was the first country to reach 1'000 participants, followed by Indonesia. Malaysia, the Philippines and Iran had the highest increase in the number of registrations (see map).

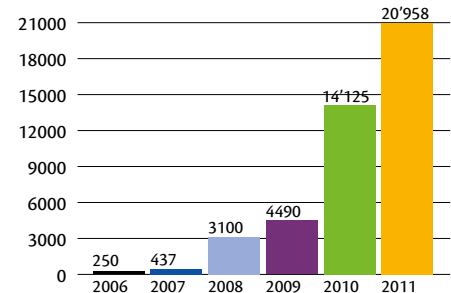
Participants are mainly involved in the academic sector as professors, researchers or students. The students' community

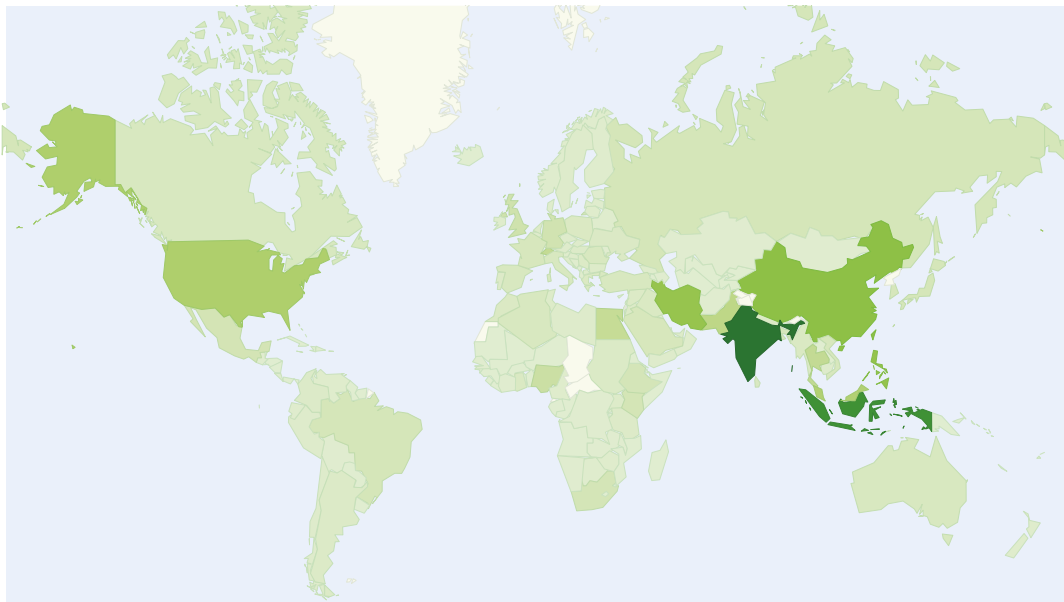
grew fast, especially in Asia. Professional practitioners, especially in business (compliance and ethics officers), medical doctors and nurses, social and development workers, clergy and lay people in religious institutions and researchers also joined as participants. Civil servants are interested in finding material on ethics in public administration and journalists in media ethics.

Participants use the network especially for the online library on ethics, but also for the news, the forum documents, the conferences and the workgroups around values and ethics (see p.12). In the last quarter of 2010 Globethics.net started to develop its presence with pages on the four social networks Facebook, Twitter, Koprol and Orkut with plans to attract a greater following in 2011.

As seen by the large number of new registrations in 2010 the focus was on individual participants. Nevertheless, at the end of the year 2010, 145 organizations were registered, involved in ethical challenges from empowering Dalits, Adivasis and women and children in India to knowledge transfer and social action in Spain.

Registered Participants - 2006 to 1<sup>st</sup> April 2011





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In 2010, people from 211 countries/territories paid 234'649 visits with 683'672 page views of the Globethics.net website.

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The darker the green, the more visits from a country. The champions: India, Indonesia & China.

# Library:

## Leading, expanding, multilingual, for free

The Globethics.net digital library, which is specialized in the field of applied ethics, was launched in October 2008. The main goal of the library is to increase access to documents to users in the Global South (developing countries) and to enable interaction with the Global North. As such, the Globethics.net library offers full-text documents for free to the Globethics.net participants. The content of the library comes from various sources including: commercial journals, academic open repositories and institutional publications. The library also offers to participants the possibility to submit and publish their own documents in order to share them globally. Globethics.net also offers content from various ethics journals online so that their readership can be broadened.

### Unique

The Globethics.net Global Digital Library on Ethics is unique in its field because:

- ≈ Full text content is offered in its entirety to registered participants for free (registration is free);
- ≈ Content is gathered from various sources and combines commercial and non-commercial content, published articles and unpublished documents;
- ≈ Articles are fully searchable as each article has a bibliographical description;
- ≈ Opportunity is offered to participants to upload and share articles that have not been published. A specific goal is to make ethics related knowledge production from the Global South accessible.

### Consolidated and diversified content

In 2010 efforts were focused on four major activities:

1. Creating a small team of submitters and reviewers in Asia and Africa for the Globethics.net library in order to be able to update the open access content and to respond to the needs of specific projects;
2. Conceptualizing and realizing two thematic special collections: on Catholic ethics and on climate ethics. Other collections on health ethics, Islamic ethics and business ethics are in preparation. The goal is to add quality content for important fields of ethics and to give the user a browsable overview of this content (especially intended to support students and researchers in a new research field);

3. Diversification of the commercial partners, in order to secure this type of content in the Globethics.net library; diversification of the content types, especially with the acquisition of reference books; and
4. Conceptualizing and realizing the first phase of implementation of the Global Digital Library on Theology and Ecu-  
menism, a joint project of Globethics.net and the World Council of Churches with 18 ecumenical partners in the project consortium.





## Facts and Figures

As of December 2010, the Globethics.net library included:

- ≈ 731'329 full-text documents (531'167 scientific articles; 87'865 entries from reference books; 112'297 newspaper articles)
- ≈ 6'214 documents submitted by Globethics.net participants and the team of submitters and reviewers
- ≈ 9 special collections with more than 27'000 documents
- ≈ More than 260 journals
- ≈ More than 150 reference works
- ≈ More than 1'800 monthly downloads of articles from the library, with a clear progression from 1'369 downloads in March (when statistics first became available) to 2'281 downloads in December 2010
- ≈ Each article submitted by participants in the open Forum were downloaded between 100 and 2'000 times



# Workgroups

## Participants' Initiatives

Online workgroups on the Globethics.net website enable participants to establish joint projects with partners from different continents, at almost no cost with a focused goal and a clear timeline. Participants initiated new workgroups on topics such as "Politics versus Ethics", "HIV and Religion", "Gender, justice and power" and "International Code of Ethics for Librarians". Workgroups were also used as editorial boards to prepare publications with contributions from authors from different continents. A huge handbook on theological education with 90 articles was edited by the international group of editors on the Globethics.net workgroup platform.

# Partnerships: Creating Synergies

As a global network, partnerships are of great importance for Globethics.net, as a way to strengthen ethical practice and reflection around the world and across different sectors of society. In 2010 Globethics.net signed and renewed partnership agreements with regional, scientific, library, network, funding, services, project and media partners. Partnership agreements range from inviting members of partner institutions to become Globethics.net participants to practical sharing of expertise between institutions to carry out particular projects.

The Global Ethics Forum 2011-2013 project is set to attract an additional twenty partnerships with companies, organisations and networks active in the field of business ethics.

Globethics.net Partners:  
<http://www.globethics.net/web/guest/partners>  
Global Ethics Forum Project Partners:  
<http://www.globethics.net/web/guest/partners1>



Some of the Globethics.net partners

# Voices from participants

## “I am proud to be part of this caring community”

“Thank you so much for your support on knowledge sources on ethics, it is going to be very useful for my capacity development, and it will help me to develop efficient tools in assisting people in my country.”

**Sith Soukhaleunphone, Laos,  
Business, Community  
and Strategy Development Advisor**

“It is very pleasing to receive introductory notes that reflect professionalism, care and respect, traits so rare and missing in the cold world of the web. That, by itself speaks greatly of your organization.”

**Ramon Sanchez, Puerto Rico,  
Business and Project Development Planner**

“I enjoy every bit of the ethics resources I have come across since becoming a participant of Globethics.net.”

**Rev. Dr. Babatunde Ezekiel, Ibadan/Nigeria  
Director, Center for Church and Society**

“I am proud to be part of this caring community of people anywhere in the world with the power of literature to understand the conditions that occur in this world. I will consider carefully the news and information found on Globethics.net particularly on problems associated with ethics in public administration in developing countries.”

**Saptadi Suharto, Indonesia, civil servant**

“I’m a student who doesn’t have lots of money to get knowledge and I hope I can find the information I want from this website.”

**Yang Yuan, Taiwan, student**

“As a professor in Management Information Systems I am interested in the ethical use of information systems.”

**Kustim Wibowo, USA, Professor**

“Thanks for the welcome message and inspiring email. It is a great honor for me to be with you. Let us hope that this forum will enrich the concept of Globethics.net and motivate people to share valuable insights.”

**Daniel Sebastian,  
India, designer involved in social work**

“Dokumentasi GE membantu saya di bidang kebebasan beragama dan pluralisme. Banyak pemahaman baru tentang diskusi agama yang ada di GE. Saya sering mendapatkan inspirasi dari GE. GE ikut membantu menciptakan hubungan antaragama yang lebih baik. Saya berharap banyak intelektual dan agamawan yang memanfaatkan fasilitas ini dan berkontribusi di GE, hingga bisa tercipta dialog intelektual antara sarjana dan aktivis.”

**Budhy Munawar-Rachman, Dosen Sekolah Tinggi Filsafat Driyarkara, Jakarta, Indonesia**

“Sebagai mahasiswa doctor saya sangat membutuhkan materi dan artikel yang berkaitan dengan studi saya. GE sangat membantu saya dalam hal tersebut. GE juga menjadi alternatif murah untuk mendapatkan artikel bermutu,

sehingga saya sangat menyarankan kepada para akademisi untuk mendaftar di GE. Di GE kita juga bisa berbagi kepada akademisi di seluruh dunia dari artikel yang kita tulis.”

**Nina Mariani Noor, Mahasiswa Doctoral Programme ICRC (Indonesian Consortium for Religious Studies), Yogyakarta, Indonesia**

“甘绍平教授，中国社会科学院全球伦理网的存在，不仅显示出道德无国界这一事实，而且也宣扬了道德无国界这一真理”

**Prof. Shaoping Gan, Chinese Academy of Social Sciences**

“陈东风老师，北方交通大学在宽容的语境中拓展视野”

**Mr. Dongfeng Chen, Lecturer, Beijing Jiaotong University**



# Research, Conferences & Publications:

## Business Ethics, Leadership, Religious Peace

In 2010 Globethics.net remained focused on its three main research fields, which are Business Ethics, Responsible Leadership and Interreligious Ethics.

### **Business Ethics:** **survey, conferences,** **Global Ethics Forum**

In April 2010, Globethics.net held an international conference on Business Ethics in India with the Indian Institute of Management Bangalore (IIMB) at the Infosys Training Center in Mysore/India. Academics and representatives of large companies attended the conference. The first results of the worldwide survey on "Business

Ethics in Teaching, Training and Research" were presented at the conference.

Globethics.net accepted to become the main organizer and owner of the Global Ethics Forum project 2011-2013, which includes conferences and related projects on business ethics. Preparations began for the 2011 conference of the Global Ethics Forum, a large multi-stakeholder conference held for the first time in 2009 at the United Nations in Geneva. The 2011 conference will take place on 30 June and 1 July also at the United Nations in Geneva. More details can be found at <http://www.globethics.net/gef>.

Globethics.net contributed with workshops and keynote speeches to many other conferences including the Conference of Globalisation for the Common Good in San Francisco/USA, the global Conference of Catholic Ethics in Trento/Italy, World Public Forum in Rhodes/Greece and an Environmental Conference in Bangalore/India.

### **Responsible Leadership:** **leadership training**

Leadership ethics is of great interest to many Globethics.net participants. Globethics.net organized a workshop during the China Europa Forum in July in Guangzhou/China and Hong Kong on

Responsible Business Leaders. The Director of Globethics.net published a book on Corruption-free Churches (see below) with a focus on leadership and delivered workshops and seminars on the topic of corruption for business executives in Bangalore/India, for civil society in Nairobi/Kenya and for church leaders in Goma/the Democratic Republic of Congo. The “Ethics in Politics” Principles, an initiative launched by two ambassadors, were adopted by the Globethics.net Board.

### **Interreligious Ethics: sharing values**

Understanding between peoples of different faiths is a key element for conflict resolution and peace. In the Globethics.net

network there are many Muslims, Christians, Hindus and Buddhists. The publication of “Sharing Values” by Globethics.net is a contribution to deep listening and a method of combining mutual respect with critical engagement, of different forms of worship and common action. The Globethics.net regional programmes in Indonesia, India and China are living examples of interfaith communities.

### **Research Projects**

With its global network of experts, Globethics.net offers tailor-made services and research projects. A consulting mandate for ethics in finance was completed with the Swiss private bank Wegelin in

2010 and a global mapping project on ethics and responsibility was started with the Paris-based Fondation pour le progrès de l’homme (fph).

### **Publications**

The book “Corruption-free Churches are Possible: Experiences, Values, Solutions” in the Globethics.net Focus series was published in 2010. In the Globethics.net Series, “Sharing Values: A Hermeneutics of Global Ethics” was prepared in 2010 and published early in 2011. All Globethics.net publications are made available online for free in the library and can be ordered on a print on demand basis.

# Regional Programmes: China, Indonesia, India and East Africa

Globethics.net is a global network that exists in regional contexts. The idea behind developing regional programmes is to further enrich global outreach by opening up offices with local contacts and resources and to create a balance between global and contextual ethics. The regional programmes identify and include ethics resources from their regions in the global library, attract new participants, translate website content and documents, engage in regional research programmes and moderate local workgroups.

Each regional programme has a group of two to three directors who hold senior academic or other professional positions and a part time programme executive.

In 2010 Globethics.net supported the development of the two regional pro-

grammes in China and Indonesia, opened a new programme in India and took the first steps to start a programme in East Africa. Also, a week long workshop was held for the first time for the directors of the regional programmes in Geneva in September 2010 to learn from each other and to develop key policies and practices across the network.

## Globethics.net China

Globethics.net China started in 2009 and is hosted and coordinated by the Centre for International Business Ethics (CIBE). CIBE, based at the University of International Business and Economics, Beijing, is an international non-profit research institution. It aims to integrate ethics into business strategies by facilitating dialogue between business people and scholars through con-

ferences and training seminars. The number of registered participants and downloads from China doubled within a year.



Directors & Programme Executive GE China:  
Stephan Rothlin, Liu Baopeng & Stella Yang

## Globethics.net Indonesia

Globethics.net Indonesia started at the beginning of 2010 and is hosted and coordinated by the Indonesian Consortium for Religious Studies (ICRS) in Yogyakarta. ICRS-Yogya is a consortium of three universities: Gad-jah Mada University (UGM), the State Islamic University Sunan Kalijaga (UIN) and Duta Wacana Christian University (UKDW). Together they offer an

integrated, international PhD programme in interreligious studies. It is a unique religious studies doctoral programme that is co-sponsored by Muslim, Christian, and national-secular universities. The second largest group of registered participants of Globethics.net is from Indonesia, counting over 3'000 persons and the Indonesian office has integrated a substantial amount of Indonesian documents and journal articles to the library.



Directors & Programme Executive GE Indonesia:  
Siti Syamsiyatun, Yahya Wijaya and Nihayatul Wafiroh

### **Globethics.net India**

Globethics.net India was formally established in September 2010. The programme is hosted and coordinated by Dharmaram Vidya Kshetram College in Bangalore. The team of directors represents various fields of ethics and Indian society: philosophical Indian ethics, business ethics and community and development ethics. India has the largest number of registered participants of Globethics.net, counting over 5'000 persons. The India office has integrated a substantial amount of documents in the library.



The Directors of GE India: Saju Chackalackal, Jacob Belly and Vasanthi Srinivasan, with Christoph Stückelberger

### **Globethics.net East Africa**

The Kenya based regional programme for East Africa is the most recent to join the Globethics.net family. The invitation was put out to host the East Africa programme at a workshop in Nairobi in October 2010. The Programme was established in March 2011.



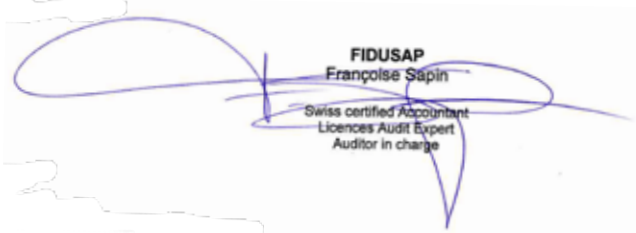
The Directors of GE East Africa: Jesse Mugambi, Elisabeth Nduku, Sarah Kibugi

# Accounts 2010

## Thanks for the support

### Auditors Statement

"Based on our limited statutory examination, nothing has come to our attention that causes us to believe that the financial statements and the proposed appropriation of available earnings do not comply with Swiss law and the company's articles of incorporation."  
Geneva, April 21<sup>st</sup>, 2011



**FIDUSAP**  
Françoise Sapin  
Swiss certified Accountant  
Licences Audit Expert  
Auditor in charge

<b>Balance</b>	
<b>Assets</b>	
Petty Cash	229.54
Cash in Bank	243'980.84
Accrued Income	8'227.12
Accounts Receivable	71'464.70
<b>Total Assets in CHF</b>	<b>323'902.20</b>
<b>Liabilities and Fund Balances</b>	
<b>Liabilities</b>	
Accrued Expenses	52'986.75
Other Liabilities	34'287.00
<b>Total Liabilities</b>	<b>87'273.75</b>
<b>Fund Balances</b>	
<b>Restricted Fund (2008-2010)</b>	
Beginning balance, January 1, 2010	1'115'963.58
Add: Transfer of endowment fund to restricted fund	50'000.00
Less: Used for operations in 2010	(134'582.10)
Balance	1'031'381.48
Less: transferred to Globethics.net Immo Solutions*	(1'031'381.48)
<b>Total Restricted Fund Balance</b>	<b>-</b>
<b>Special Funds</b>	
Founder Fund	10'000.00
Cassam Fund	1'000.00
Total	11'000.00
<b>Fund for general operations:</b>	
Beginning balance, January 1, 2010	156'935.31
Add: income surplus during 2010	68'693.14
Balance end, December 31, 2010	225'628.45
<b>Total Fund Balances, end</b>	<b>236'628.45</b>
<b>Total Liabilities and Fund Balances in CHF</b>	<b>323'902.20</b>

\* The Association Globethics.net Immo Solutions was created in 2010 by Globethics.net Board of Foundation as a fundraising tool to ensure a more sustainable and long term income stream for the Foundation, principally through investment in real estate. It was decided that the Restricted Fund would be transferred to the Association to be used as capital for investment.



## Income

Globethics.net projects and services	185'026.93
Linsi Foundation	200'000.00
Globethics.net Restricted Fund	134'582.10
Private Foundations/Private Sector	275'329.00
Globethics.net Club 100	23'000.00
Development Agencies	169'146.20
Bank interest income	9'480.89
Other Partners	49'208.51
Income from publications and other income	4'364.49

<b>Total Income in CHF</b>	<b>1'050'138.12</b>
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We thank all donors for their support, especially the Linsi Foundation, Evangelischer Entwicklungsdienst, Swiss Catholic Lenten Fund, Fondation pour le progrès de l'homme and the Wegelin Bank.

Globethics.net as a not-for-profit foundation needs **donations** to reach its goal and to carry out its services for developing countries. Donations can be made in Swiss francs in the name of Globethics.net to:

Bank account: UBS, CP, CH-1211 Geneva 2, N° 0240-703038.01L

IBAN - CH31 0024 0240 7030 3801 L

SWIFT - UBSWCHZH80A

Post account: Postfinance, CH-8057 Zürich, N° 87-713100-7

IBAN - CH69 0900 0000 8771 3100 7

SWIFT - POFICHBEXXX

## Expenses

Globethics.net Library	345'558.07
Library software adaptation /development	99'105.91
Licensed content (journals, news, books)	78'415.30
Server fees	8'773.05
Globethics.net submissions	5'242.15
Online Marketing Library	54'762.61
Programme Staff library	99'259.05
<b>Network</b>	<b>240'806.37</b>
Website Maintenance incl. Library	36'823.40
Regional Programmes	64'666.40
Marketing Print Material and Translations	13'962.48
Programme Staff Network	125'354.09
<b>Research</b>	<b>75'564.18</b>
Conferences and Workshops	37'855.48
Publications and Online Publishing	6'370.18
Programme Staff Research	31'338.52
<b>Special Projects</b>	<b>43'520.49</b>
Banking Ethics	1'717.85
Survey on Business Ethics	13'151.50
Interreligious Ethics mandate	3'750.00
GlobTheoLib pre-project	24'901.14
<b>Leadership, Fundraising, Institution</b>	<b>275'995.87</b>
Leadership and Assistance	84'107.39
Fundraising Staff	62'835.75
Board Meetings	26'251.89
Office Infrastructure (incl. Rent and IT)	62'189.56
Accounting and Audit	8'430.05
Institutional Development	233.45
Travel Staff	12'495.36
Bank Charges	6'301.42
Miscellaneous	13'151.00
<b>Total Expenses in CHF</b>	<b>981'444.98</b>
<b>Surplus</b>	<b>68'693.14</b>

# International Secretariat (status April 2011)

The Globethics.net International Secretariat is located in Geneva, Switzerland, close to the international organizations. The small team equivalent to four and a half full time staff was strengthened with new staff. Our thanks are due to Nathalie Emch for all of her invaluable work since 2008 as Executive Assistant. Nathalie left Globethics.net in September 2010 to continue her studies.



Director/Founder:	Prof. Dr. Christoph Stückelberger
Coordination:	Lucy Howe López
Library:	Amélie Vallotton Preisig, Dr. Stephen Brown
Network:	Nadia Gianoli
Ethical Investments:	Samsoun Nouay
Social Networking:	Mwenda Kobia (until March 2011)
Interns:	Ilaria Ercolano (2010) Carey Kyer (2010) Krysta Bishnauth (2010-2011) Muriel Junaideen (2011) Barbara Martin (2011)
Associates:	Prof. Dr. Deon Rossouw Ariane Hentsch Cisneros Dr. Guido Sacco
Volunteers:	many persons on all continents support Globethics.net as volunteers.

# Board of Foundation

The Board met for two two-day meetings in Mysore/India in April 2010 and in Geneva/Switzerland in October 2010. Strategies and policies related to the library, the network, partnerships, public statements, the new Global Ethics Forum project and a new global theological library requested by participants were at the centre of the discussions. In addition to attending the meetings, the Board members also play an important advisory role in their respective fields of competence and for their regions.



**Mr. Walter Fust**  
Switzerland  
*Ambassador, former Director of Swiss Agency for Development and Cooperation*



**Prof. Dr. Heidi Hadsell**  
USA  
*President Hartford Seminary*



**Ms. Clotilde Fonseca**  
Costa Rica  
*Minister of Science and Technology of Costa Rica (until March 2011)*



**Prof. Dr. Muhammad Machasin**  
Indonesia  
*Director of Islamic Higher Education, Ministry of Religious Affairs Indonesia*



**Mr. S.D. Shibulal**  
India  
*Chief Operating Officer, Co-founder and Member of Board Infosys Technologies Ltd.*



**Dr. Jill Cousins**  
Netherlands  
*Director of the European Digital Library/Europeana*



**Prof. Dr. Parichart Suwanbubbha**  
Thailand  
*Vice Director and Assistant Professor Mahidol University Research Center on Peacebuilding*



**Rev. Dr. Sam Kobia**  
Kenya  
*Former General Secretary of the World Council of Churches, Geneva, Switzerland*

贸易伦理学

ПОЛИТИЧЕСКАЯ ЭТИКА

Bioéthique

الأخلاق الإسلامية

Medienethik

Etika Bisnis

Environmental Ethics

环境伦理学

ДЕЛОВАЯ ЭТИКА

الأخلاق البيئية

Islamic Ethics

Ética de la medicina

Political Ethics

## Vision

To empower people from all regions of the world, especially in developing and transition countries, for ethical dialogue, reflection and action by

- Providing **access** to knowledge resources on ethics through our Global Digital Library on Ethics
- Facilitating **networking** on ethics in our Globethics.net online community of persons and organizations
- Stimulating global collaborative **research** on selected fields such as business ethics, interreligious ethics and responsible leadership

Vision and Mission of Globethics.net

## Outlook 2011

- Global Ethics Forum project 2011-2013 on “The Value of Values in Business”
- Expansion of the Global Ethics Library with the addition of a new Global Theological Library
- Rapid increase in the number of registered participants
- New regional programmes in East Africa and Latin America

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