



BUSINESS ETHICS, SOCIAL RESPONSIBILITY & COMPLIANCE (2 days)

- Companies are noticing that customers are leaving or not willing to buy their products any longer.
- Globally operating corporations in all sectors are becoming aware that ethical or moral upgrading of their management, staff, share and stakeholders could be valuable and therefore more profitable.
- Customer confidence and trust is crucial to survive in a competitive world.
- Damaging the environment does not add customers.
- Hefty fines or expensive settlements can be avoided, improving profits.
- People are social beings. Biology, ecology, physics, philosophy; all sciences are confirming this.

Sustenance, survival and prosperity of an organization, business or corporation and even on a personal basis *should* be based on the right and pure intentions. With great power comes great responsibility. Applying a balanced blend of Business Ethics and Social Responsibility will pay out an unexpected profit in the form of 'moral capital'. This capital is very 'real' and can be used as an asset to ensure current and future revenue by eliminating vulnerability. Your good name is worth a lot of cash. A good name can only be earned and sustained by acting ethically. This has been empirically proven and can be calculated in long term higher financial profits, motivated employees, satisfied, happy and therefore loyal customers, safer and healthier operations, etc.

The basis for the training is the research thesis 'Safety of Ethics' which was nominated for the prestigious Energy Institute Award 2014 in the category 'Safety'. People, businesses, political or governmental organizations can achieve this 'Safety' of business and organizational sustenance only through means of moral ethics and the

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acceptance of social responsibility. It is founded on this physical reality: 'We are all interconnected.' (not only by the web)

Why You Should Attend

This 2-day highly interactive and practical course will help and teach businesses and individuals to develop a sense of vulnerability and its consequential responsibility to one self and to others, the environment and society as a whole. It teaches that everyone possesses a free will and has the ability to choose what is best. If profit is what you seek, then this class teaches how to keep earning revenues for the long term.

Learning Objectives

- Master operational best practices in Business Ethics, Value Awareness, Social Responsibility and Sustainability of the organization, one's business or one's personal career.
- You will learn how to earn, create and calculate and how to invest into 'moral capital'.
- You will learn to ask all the right and proper questions to verify sustainability.
- Deserved pride and happiness is essential to people's wellbeing. This course will show you the way towards a well-balanced organization.
- This course will focus on people's good and free will. It will enhance awareness of human and monetary value of moral obligation and social responsibility.

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Who Should Attend

- Board Members & Senior and Middle Management – Directors, Strategy Managers, Financial Managers, Marketing Managers, Operations Managers
- Policy Makers and Regulators, Senior Governmental Staff – Politicians, Directors General of Government Ministries, Diplomats, NGO Management
- Share and Stake Holders
- Individuals interested in sustainable career planning
- Think Tanks on sustainability
- Everyone else interested in Business Ethics & Social Responsibility

An adjusted program aimed at lower management and employees is available.

COURSE OUTLINE

DAY ONE

Session 1 Morning Program

Case Studies and Discussions

- An oil company in Africa knowingly pumps off spec effluent into the Atlantic Ocean and claims it is not illegal.
- An oil company abandoned its exploration and production site in the jungle. It just sits there now, jeopardizing flora and fauna, because continuing operating the site was deemed no longer profitable enough.
- Multinational food companies are buying up global water springs to sell water in PET bottles for a profit.
- GMO's. What are the risks and what can be the ethical questions?
- Discussion of your own BE and SR issues or cases

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Session 2 Afternoon Program

Ethics, Morality & Responsibility

- What is Business Ethics?
- What is Social Responsibility?
- Corporate Governance Policy. Safety, Health and Environmental restrictions.
- Compliance. Legal or Illegal? Moral or Immoral?
- Values & Virtues – Deontology – How we ought to behave
- Consequentialism: Cause, effect and causality
- Profits, costs, gains, losses and risks for companies, businesses and countries
- Calculation of Moral Capital
- Reputation Measurement & Corporate Social Responsibility Rankin
- Reputation Value Calculation – Rating of personal, superior's, company's ethics

DAY TWO

Session 3 Morning Program

Practical Exercise: The class will be divided in 2 groups and will use a list of rhetorical questions to interview each other. Learn how to Question your thoughts.

Despite philosophy is not regarded as a true science; it certainly has value as it looks at the 'whole' picture. It primarily looks at knowledge and knowing of all the facts. Research shows that the human mind, feelings, intuition and moral awareness (conscience) provide guidance to survive as a human being. These also provide guidance to survive as a business.

Neuroscience in combination with philosophy can be used as a tool to check our actions.

Not all questions are always answered in existing Corporate Government Policies or Codes of Ethics. Answers to such questions can be blended into Corporate Social

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Responsibility and your Corporate Governance Systems as well as HSE regulations, resulting in an improved reputation through social responsibility. It guarantees business sustenance and enduring profitability.

Session 4 Afternoon Program

Consciousness & Science

- Ethics, Logic and Rhetoric, the 3 foundations of philosophy.
- The Free Will
- Understanding Human Character: genetic or acquired?
- Decision making processes: The Brain; neuroscience, neuroplasticity & noetics
- Understanding quantum physics and metaphysics
- In class formulation of future BE & SR management policy

End of training

Awarding attendance certificates

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COURSE INSTRUCTOR



Arend van Campen, MA, MEI

CREAZENE Institute for Research towards Sustainability, Netherlands

Arend van Campen is a businessman and philosopher. He runs Tank Terminal Training and he is a committee member of the Dutch Branch of the Energy Institute and a published author of so-called Eco Thrillers. Arend has worked for over 30 years in the Energy Industry.

Because he understood that a sustainable, safe and therefore more profitable business could only be based on ethical action and moral choices, he researched subjects such as HSE, CSR and Reputation Risk Management extensively and wrote his master thesis 'Safety of Ethics' on which he bases his training and awareness programs.

Arend holds a Master's degree in Business Ethics & Social Responsibility.

He set up 'CREAZENE' www.creazene.org, a research institute focusing on a sustainable future for human development of ethical awareness, moral and social responsibility, well-being, happiness and the preservation of the environment.

We make people better!