BUSINESS ETHICS SUMMIT

PONTIFICAL ACADEMY OF SCIENCES

CASE**STUDY**

>>>> 2 0 2 3 <<<<

POWERED BY

CORE
THINKING CONNECTIONS

WITH THE PATRONAGE OF

ACADEMIC PARTNER

LUMSA HUMAN ACADEMY

MAIN PARTNER

FERROVIE DELLO STATO ITALIANE

expo
The Power of Energy

TECHNICAL PARTNER

JAGUAR LAND ROVER

INTRODUCTION

The first **Business Ethics Summit** - organized by CORE in collaboration with Father Philip Larrey, Dean of the Philosophy Department at the Pontifical Lateran University and co-founder of Ethics Labs and designed by Cristiana Falcone, Board Director of CORE - took place on **June 9th, 2023 in Vatican City**, on the premises of the **Pontifical Academy of Sciences**.

The Summit aimed at exploring the key trends shaping the economy of the future.

Driven by the mission to deeply understand the intersections between technological innovation, sustainability, social equity, and human dynamics, the event brought together an elite selection of thinkers, innovators, entrepreneurs and academics from all over the world with the aim of proposing an overview on ethical and moral principles applied to the corporate environment.

The ideas of philosophers *John Stuart Mill, Immanuel Kant, Aristotle*, and *Confucius* offered the theoretical foundations upon which the speakers debated during the day.

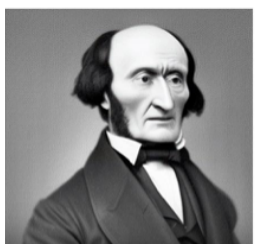
The Business Ethics Summit, carried out under Chatman House Rule, was the occasion to provide a framework for participants to share their expertise and experience in a conversation that highlighted the centrality of the human dimension and the necessity of bringing ethical principles into the world of business.

First of its kind in Italy, the event has been designed and produced through an innovative use of artificial intelligence.

The Summit was opened by **Stefano Zamagni**, Former President of the Pontifical Academy of Sciences and Professor at University of Bologna, and **Card. Peter Turkson**, Chancellor of the Pontifical Academy of Sciences.

Through the Summit, four case studies emerged as pillars of reflection, each representing a crucial aspect of the contemporary economy: **Human Economy, Tech Economy, Climate Economy, Impact Economy.**

The first, the "Human Economy" reinforced the centrality of the individual, examining how economic dynamics can enrich or impoverish the human experience. During this first session **Adolfo Urso**, Minister of Entreprises and Made in Italy, intervened and emphasized how "Made in Italy" is not identified as a place, but as a model of production, a sort of global brand of excellence that puts the international consumer at the center of the Italian production system.



The Human Economy session was opened by **John Studzinski**, Managing Director & Vice Chairman at PIMCO, and was attended by the following participants:

- **Scott O'Neill**,
  CEO, Merlin Entertainment
- **Elena Cortesi**,
  Jeep Communication Enlarged Europe, Stellantis
- **Barbara Carfagna**,
  Anchorwoman
- **Marta Cotarella**,
  Executive Famiglia Cotarella
- **Rossana Muolo**,
  Entrepreneur
- **Panos Linardos**,
  Executive Director, NY Institute of Management
- **Benedicte Micard**,
  Director Business Development, Virtu Financial
- **Luca de Luca**,
  CEO, AON Italia
- **Angelo Maria Petroni**,
  Secretary General, Aspen Institute Italia
- **Massimo Petrone**,
  External Relations Manager, Petrone Group Pharma
- **Dr Anthony Howard**,
  Adjunt Associate Professor, University of Notre Dame (Aust)
- **Marella Moretti**,
  NED TIM, Autogrill

The second session was centered on the "Tech Economy" and delved into the expansion and influence of technology, highlighting ethical challenges and innovative opportunities.

The session was opened by **Felix Tran**, Global Research at Bank of America, and brought together the following participants:

- **Prof. Keyun Ruan**,
  Economist, Computer Scientist and Author
- **Carlo D'Asaro Biondo**,
  Consultant, Technology and Media
- **Agostino Santoni**,
  Vice-President, Cisco Southern Europe & Head of Confindustria Digital
- **Karina Riera**,
  IT Executive
- **Artur Kluz**,
  Investor, New Space, New Health & Transformation Tech
- **Claudio Arcudi**,
  Managing Director, Accenture Italy
- **Vincenzo Borgomeo**,
  Chief Editor, Huffington Post Italy
- **Christopher Wells**,
  Journalist, Vatican Radio

Subsequently, the analysis of the "Impact Economy" brought to the forefront the role of companies in pursuing not only profit but also collective well-being and social justice.
The session was opened by **Dr Andrea Abodi**, Italian Minister of Sports and Youth, who highlighted how sport is a social immune system capable of limiting negative impacts on people, especially young ones.

The discussion was held by:

- **Ernesto Furstenberg Fassio**,
  Chairman, Banca Ifis
- **Laurence Perrin-Rees**,
  Chief Compliance Officer, Chanel
- **Gennaro Iasevoli**,
  Professor of Management & Marketing, LUMSA
- **Piero Bonadeo**,
  EVP External Affairs, AT&T
- **Romina Giangasu**,
  Social Entrepreneur and Private Aviation Expert
- **Jaqueline Miller**,
  CEO, Partnership for Change
- **Sophia Swire**,
  Social Entrepreneur, Impact Investor GEDI
- **Chiara Tilesi**,
  Director & Producer, We Do It Together

Lastly, the "Climate Economy" session delved into the interdependence of individuals and businesses with the natural environment, raising questions about how economic decisions can contribute to the well-being of the planet.

The session was opened by **Salvatore Pinto**, Chairman at Axpo, and **Lorenzo Radice**, Head of Sustainability at Gruppo Ferrovie dello Stato Italiane, and was enriched by the contributes of the following participants:

- **Piero Ferrari**,
  Vice President, Ferrari SpA
- **Livia Piermattei**,
  Independent NED
- **Timothy Iwata**,
  Jewelry Director, Prada
- **Antonella Centra**,
  EVP, General Counsel Corporate Affairs Sustainability, Gucci
- **Federica Marchionni**,
  Director, Global Fashion Agenda
- **Nicola Sandri**,
  Transport Infrastructure Global Leader, Mckinsey
- **Marco Santucci**,
  CEO Jaguar Land Rover, Italy
- **Kristin Schreiber**,
  Director for Ecosystems (Chemical, Agrifood, Retail & Health), European Commission
- **Giovanni Ferri**,
  Professor, Political Economics, LUMSA

The Summit was attended also by the following auditors:

- **Emmanuele Vimercati**,
  Philosophy Professor, Pontifical Lateran University
- **Stefania Romenti**,
  Professor, IULM
- **Mario Benedetto**,
  Adjunct Professor, LUISS Business School
- **Francesco Di Nitto**,
  Ambassador to Holy See, Italy
- **Achim Schkade**,
  Deputy Head of Mission German Embassy to Italy
- **Antonio Campo Dall'Orto**,
  CDA Member, Domani
- **Giovanni Parapini**,
  Communication and External Relations Manager, Rai
- **Alicia Lubrani**,
  Chief Marketing Officer, Axpo
- **Giordano Morichi**,
  Ceo & Founder, Morichi Atelier

- **Domenico Musso**,
  Counsel, Finanza Pubblica Group, Banking & Finance Dept., CMS
- **Galileo Pozzoli**,
  Lawyer, Office Managing Partner, Squire Patton Boggs Milano
- **Davide Cefis**,
  Senior Client Partners, Chaberton Partners
- **Francesco Manzini**,
  Head of Sales and Solutions Portfolio, Board Member, LHH
- **Fabio Biasini**,
  Executive Vice President Corporate Sales, Cerved Group
- **Dario Vuolo**,
  Strategy & Corporate Development Director, Cerved Group
- **Gianpaolo Barozzi**
  Senior Director HR, Cisco
- **Maurizio Rossi**,
  European Digital Leader, Founder H-Farm
- **Stefano Quaroni**,
  Former Senior Executive, Generali

>>>>

CASE STUDY

In the following **case study**, current challenges and points of inspiration and vision for the future as gleaned from the Business Ethics Summit are outlined, signaling opportunities for a fairer, more sustainable, and human-centered economy.
The extremely valuable insights gathered during the event are synthesized leveraging the artificial intelligence outlining a path that can guide academics, professionals and students toward a more balanced and ethically oriented economic future.

1. > TECH ECONOMY

The Business Ethics Summit brought together a variety of experts from various sectors to address the challenges and opportunities of ethics in today's technology-driven economy. This summit comes at a time when the global AI market is projected to reach $1.59 trillion by 2030. AI is transforming sectors such as autonomous driving and medical research, with its implications extending further, influencing our daily lives.
Despite the opportunities, ethical concerns emerge: while nations like the United States and Europe are contemplating how to regulate AI, China is accelerating its investments in this sector.

Notably, during the event, Immanuel Kant's philosophical approach was invoked to guide the discussion on technological ethics. According to his vision, when encountering technology, there is a moral duty to ensure that these tools respect the autonomy and dignity of every individual. The true essence of an action lies in its intention, not its outcome. Therefo-

re, the intent behind technology investment should transcend mere profit and aim for the well-being of all.

ISSUE

With the acceleration of technological innovation, corporate ethics is becoming a central issue. Companies must grapple with dilemmas such as sustainability, AI integration, blockchain, and personal data protection. How should they balance profit and social responsibility? How can they ensure that AI adheres to ethical principles? And how can they ensure that technological innovation does not exacerbate economic and social disparities?

KEY CONTRIBUTIONS ANALYSIS

Ethics and Sustainability in Business

An expert emphasized the importance of ethical and sustainable business management. According to the "Climate Economy" news, since 2015, the Sustainable Development Goals have been a global call to action to address the most pressing issues of our time. Another contribution highlighted the evolution of a major European city toward sustainability and the importance of partnerships between cities and businesses.

Artificial Intelligence and Innovation

An expert explored the ethical challenges of AI, including algorithmic discrimination. The advancement of generative AI and the importance of ethical management of such technology were also discussed, while another contribution touched on the impact of technology on the media and the need to diversify voices.

Regulation and Data

The importance of privacy and data security was addressed. According to the "Tech Economy" news, the United States and Europe are considering how to regulate AI use. Another contribution highlighted the growing adoption of AI and blockchain in emerging regions and the importance of regulation.

Technology and Society

A contribution emphasized the importance of social prosperity and the role of startups in inspiring society. It also explored how space technologies influence every aspect of our lives.

Risks and Opportunities of Digitalization

The importance of digital collaboration and the challenges posed by the rapid adoption of new technologies were discussed. Another contribution addressed changes in the entertainment industry and the importance of adaptation in times of crisis.

Economic and Social Impact

The delicate balance between innovation and social responsibility in the gig economy was addressed. According to the "Human Economy" news, the IMF predicts a decrease in global growth and an increase in public debt following the COVID-19 pandemic. Another contribution discussed trust in the tourism sector.

New Technological Frontiers

The importance of ethical design in the technology world was emphasized. Another expert explored the challenges and opportunities posed by renewable energy, electric vehicles and space travel.

RECOMMENDATIONS

CONTINUOUS TRAINING:
Promote ongoing employee training on ethical issues, especially in rapidly evolving sectors like AI.

MULTISECTORAL COLLABORATION:
Establish discussion forums among experts from various sectors to outline best ethical practices.

ACTIVE LISTENING:
Open dialogue with communities, customers, and other stakeholders.

EDUCATION AND TRAINING:
Invest in employee training on ethical issues.

PUBLIC-PRIVATE PARTNERSHIPS:
Collaborate with the public sector to develop regulatory frameworks.

COMMUNITY FEEDBACK:
Open dialogues with communities to ensure actions align with their expectations and values.

2. > IMPACT ECONOMY

The Business Ethics Summit gathered a variety of experts from various sectors to address the challenges and opportunities of ethics in today's innovation-driven economy.

In the current landscape, the World Bank's report on "Poverty and Shared Prosperity" reveals a concerning halt in extreme poverty reduction, with attention shifting towards private philanthropy and social entrepreneurship. Additionally, there is growing importance on digital donation platforms and an increased emphasis on achieving tangible outcomes.
According to the wise words of Confucius, *"our journey from capitalism to prosperity is like the journey of the river to the sea; it is not the strength of the waves but their persistence that shapes the coastline".* This

perspective emphasizes the need for businesses to consistently recognize and pursue their positive impact, not only by generating wealth but also by distributing it equitably.

ISSUE

With the acceleration of technological innovation, corporate ethics has become a central issue. How should companies balance profit and social responsibility in this evolving context?

KEY CONTRIBUTIONS ANALYSIS

ETHICS AND SUSTAINABILITY IN BUSINESS:
An expert emphasized the importance of ethical and sustainable business management. The evolving European city's path towards sustainability and the significance of partnerships between cities and businesses were focal points.

INNOVATION AND IMPACT:
The challenge of how AI and technology can adhere to ethical principles and ensure that technological innovation does not exacerbate economic and social disparities was extensively discussed.

REGULATION AND DATA:
The importance of data privacy and security was addressed, with both Europe and the United States considering how to regulate AI usage. The growing adoption of AI and blockchain in emerging regions and the significance of regulation were emphasized.

SOCIAL PROSPERITY:
This section explored the role of startups in inspiring society and how space technologies influence every aspect of our lives.

DIGITALIZATION AND IMPACT:
Digital collaboration and the challenges posed by the rapid adoption of new technologies, including changes in the entertainment industry and adaptation during times of crisis, were discussed.

RECOMMENDATIONS

CONTINUOUS EDUCATION:
Promote ongoing employee training on ethical issues.

MULTISECTORAL COLLABORATION:
Establish discussion forums among experts from various sectors to outline best ethical practices.

ACTIVE LISTENING:
Maintain open dialogue with communities, customers, and other stakeholders.

PUBLIC-PRIVATE PARTNERSHIPS:
Collaborate with the public sector to develop regulatory frameworks.

COMMUNITY FEEDBACK:
Engage in open dialogues with communities to ensure actions align with their expectations and values.

3. > CLIMATE ECONOMY

The Business Ethics Summit brought together a diverse group of specialists from various sectors to discuss the challenges and opportunities of ethics in today's climate change-influenced economy. With 2023 highlighting the lack of progress toward sustainable development goals, with only 12% of goals on track, and the urgency of actions proposed by the United Nations, it is clear that climate is at the heart of the ethical debate. Aristotle's words, inspired by his Nicomachean Ethics, provide us with a perspective: *"the value of our natural capital, the vast wealth of nature, is intrinsic. Yet, it is also instrumental, serving the flourishing of both human and non-human life. This view underscores the importance of integrating increased natural capital into business decisions and guides us toward a more holistic form of prosperity".*

PROBLEM

In an era where the climate crisis is palpable, and corporate decisions have a direct impact on the environment, how can businesses balance their growth with the responsibility to preserve and enhance the global ecosystem?

ANALYSIS OF KEY CONTRIBUTIONS

SUSTAINABLE DEVELOPMENT:
The importance of sustainable development goals and the role of businesses in achieving them have been central to discussions.

ENERGY AND ENVIRONMENT:
The new directive proposes an increased and binding EU energy efficiency target of 9% by 2030, highlighting the importance of sustainable energy commitment.

FOUR CRITERIA FOR STAKEHOLDERS:
The need to consider Purpose, People, Planet, and Profit for genuine sustainability.

GREEN AND CIRCULAR ECONOMY:
There is potential to create 100 million jobs by 2030 by investing in the green and circular economy.

INTEGRATING ECOLOGY INTO THE ECONOMY:
Embrace an Aristotelian view of the interconnectedness between the economy and ecology, promoting

corporate decisions that respect and enhance natural capital.

ENERGY COMMITMENT:
Follow and exceed the energy efficiency goals set by the EU, recognizing the pivotal role of energy in determining the ecological footprint of businesses.

ASSESSING ON FOUR PILLARS:
Ensure that all corporate decisions are made while considering their effects on Purpose, People, Planet, and Profit.

INVESTING IN THE GREEN ECONOMY:
Acknowledge the potential for job creation and prosperity through investments in the green and circular economy.

4. > HUMAN ECONOMY

The Business Ethics Summit gathered experts from various sectors to discuss the challenges and opportunities of ethics in today's human-centric economy.

In a context where global growth is expected to decline and predicted inflation is decreasing, businesses are called upon to navigate an evolving economic environment with a focus on human welfare. The reflections of John Stuart Mill offer a lens through which to view these challenges: "Human economy is not just about economic prosperity but rather the prosperity of humanity as a whole." This perspective emphasizes the importance of education, the freedom to explore new business opportunities, and the value of diversity of opinions.

ISSUE

How can businesses evolve to thrive in a "human economy," balancing profit objectives with the need to ensure the well-being of all stakeholders: customers, employees, and society at large?

KEY CONTRIBUTIONS ANALYSIS

GROWTH AND INFLATION:
The IMF predicts global downturn and decreasing inflation, signaling an uncertain economic environment.

PUBLIC DEBT:
The increase in public debt during the COVID-19 pandemic presents challenges for policymakers.

GEOECONOMIC FRAGMENTATION:
FDI is increasingly concentrated among geopolitically aligned countries, influencing global trade.

THE AGE OF RE-ENCHANTMENT:
In challenging times, people are twice as likely to buy from brands that evoke joy or surprise.

RECOMMENDATIONS

FOCUS ON EDUCATION:
As highlighted by Mill, a robust progressive education equips individuals to understand complex systems and adapt to changes.

FREEDOM AND INNOVATION:
Businesses should have the freedom to explore new paths, limited only by the potential harm they might cause to others.

VALUE DIVERSITY OF OPINIONS:
Create an environment where ideas can compete and challenge each other, allowing the best ones to emerge.

PURSUIT OF UTILITARIANISM:
In addition to profit, businesses should seek to create the greatest good for the greatest number of people, focusing on the well-being of customers, employees, and society.

CREDITS

This case study was prepared with the assistance of GPT-4, the artificial intelligence app by OpenAI, which operates through advanced data centers, managing data volumes in the order of petabytes and leveraging computational capacities encompassing 175.000.000.000 parameters. This artificial intelligence has ensured a technical and accurate synthesis of the topics discussed at the Business Ethics Summit 2023.

www.openai.com/gpt-4
www.businessethics.ai

KEYWORDS:

Business Ethics, Sustainability, Human Economy, Impact Economy, Climate Economy, Technology and Ethics, Applied Philosophy, Best Practices, Stakeholder Capitalism, Transparent Regulation

BUSINESS ETHICS SUMMIT

PONTIFICAL ACADEMY OF SCIENCES

WWW.BUSINESSETHICS.AI