



UNIAPAC



„Profit of Values event series in CEE 2014-2016”

Profit of Values PROGRAM Hungary

(Vocation of the business leader, testimony in everyday life)

History

In the last couple of years, KÉRME (“Keresztény **É**rtékmegőrző **E**gyesület” - *Christian Association for Preserving Values*) lived up to its name and mission by addressing topics such as sustainability, social justice, corporate social responsibility (CSR) and related issues such as business leaders’ responsibilities and activities. As we’ve been admitted to the UNIAPAC¹ organization, we could participate in their programs, and on the 30th November 2013 the president of our association was elected as the UNIAPAC’s Vice-President of the Central-Eastern European region. At the UNIAPAC European board meeting a decision was made for the next European presidential meeting to be held in Budapest between 28 November and 30 November 2014.

At a conference to be held at the same time for businessmen from Hungary, the association will promote the Social Doctrine of the Church, and introduce the Hungarian translation of the publication “The Vocation of the Business Leader” issued by the Pontifical Council of Justice and Peace titled “Az üzleti vezető hivatása”. Cardinal **Peter Turkson**, the leader of the college, will be present at the event. We also benefit from the preliminary encouragement of Cardinal **Péter Erdő**, too.

At KÉRME’s yearly program decision forum on the 4th November 2013 (VCT: Value-keeping Common Thinking) a decision was made to actively promote the Social Doctrine of the Church and the initiation of the event series called Profit of Values (e.g.: the translation and publication of “The Vocation of the Business Leader” issued by the Pontifical Council of Justice and Peace). This was followed by the planning of a three-year long Profit of Values Program (hereinafter referred to as Program) described below.

Description of the 3 year program

Definition of the Program’s purpose, messages and themes were undertaken by a volunteer group of KÉRME members, including preparation of the conference and the Program’s budget. Although the group was founded by the members of the KÉRME Association, in the future they are of course happy to accept everyone, even individuals outside of KÉRME, who feel the goals of the Program as their own and are willing to actively contribute.

¹. UNIAPAC was founded in 1931 by Dutch, Belgian and French Employers’ associations, on the occasion of the 40th anniversary of the Encyclical “Rerum Novarum” in Rome. It is a nonprofit association, with headquarters in Brussels, Belgium, and is active in 25 countries with corresponding entities in a further 20+ countries. UNIAPAC’s Hungarian partner organization is KÉRME. UNIAPAC is an international meeting place for Christian Business Executives to promote the Christian Social Thought within the business world. Its goal is to promote amongst business leaders the vision and implementation of an economy serving people and the common good of humanity at large. They commit themselves to their personal **training**, to the **transformation** of their enterprises and their businesses environment, and to the **contribution** to the construction of a more just and humane society.





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The 3 year long Program, planned till the end of 2016, intends to make the Social Doctrine of the Church well-known for its most important audience, the leaders and owners of businesses and NGOs. The future “active witness bearers” have to be picked from these people. These are the people who will through their daily work, decisions and in shaping their environment try as much as possible to realize the directives and messages of the teachings and publications such as the “The Compendium of Social Doctrine of the Church” and “The Vocation of the Business Leader” and also the UNIAPAC “The Profit of Values” book. The following ideas reflected in these studies are the focus of the Program:

- Instead of or in addition to formal CSR (Corporate Social Responsibility) in the daily operation of the companies, the service of the common good should play a role beyond profit-seeking and the fulfilment of actual social/consumer needs;
- the company’s complex responsibility for the well-being of colleagues should be strengthened (beyond the working hours), also;
- there should be growing support for civil social initiatives, outside the company’s business profiles, launched in the spirit of Christian values.

The business leaders participating in the Program will individually be organized into a thematic working group, and will dedicate themselves to:

- Learn and absorb the thoughts of the studies mentioned above;
- assess their workplace’s, business’ situation in the light of the principles of the social teachings, convert the general guidelines of the above mentioned publication to actual goals and tasks in their own environment and work on the actual implementation of these specific goals;
- they will share in form of testimony what they have done in the spirit of the Program, how far they reached, what has been achieved, what difficulties (or failures) they met, what further usable experience have they gained.

In accordance with the objectives above, the Program’s motto: **Know it. Do it. Tell it.**

The participants of the separate workgroups will meet continuously to coordinate and develop their objectives and to share their experiences, and during the three years of their cooperation they will try to introduce the essence of the Program to the leaders, decision makers of a broader circle and in case of interest they will offer to them an active participation in the Program.

The Program will be operated in an organized and regulated manner. The participants, the working groups of the different themes, objectives chosen by the active witnesses will work based on uniform templates hence making their work and the later joint evaluation easier (action plan template, indicators, report form etc.)





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Within the Program the management of the publications is important (translation, organizing publishing, distribution etc.) as well as ensuring the continuity in the Program's national and international communication. Transparency and coordination of the Program will be supported by an own homepage.

- 2014:** Methodological preparation, expansion of knowledge of KÉRME members, recruiting candidates, preparation of individual action plans, organizing and conducting the conference to be held in November coordinated with the UNIAPAC's Board Meeting in Budapest (schedule in the I. Annex).
- 2015:** Implementation of action plans, exchange of experience and dissemination of the idea in Hungary, recruiting further candidates, report about the experiences at the conference in autumn, discussion about the pursuing international relations
- 2016:** Exchange the action plans' experience on an international level, coordinated cooperation primarily with CEE countries, evaluation of the whole Program at the autumn conference and negotiating about the possibilities of continuing.

Control and financing

The implementation of the three year cooperation will be supported by a small project coordinating body that provides the central organization, internal communication and administrative tasks. As the KÉRME Association does not have the references and apparatus for conducting such internationally supported projects, the initiators invited the Maholnap Magyar Jóléti Foundation (<http://www.maholnap.hu/en/>) who has such international references, to accept the administrative/financial aspects of the Program handle the incoming donations and be the procurer of the necessary services and expenses.

(Required bank data for financial donation can be found in 3rd Annex.)

The Program Office created within the foundation (1 chief program planner, 1-2 assistants) will ensure the implementation and monitoring of the Program in accordance to the plans and in an agreed format and periods will send technical and financial reports to the supporters and the presidency of the KÉRME Association.

Funding of the Program will be based on the joint efforts and donations of business leaders at **KÉRME Association**, with additional donation by the Hungarian Catholic Church (specifically for the book to be published) and the **Konrad-Adenauer-Stiftung** (specifically regarding the conference). Besides the financial donations many members of the KÉRME Association contribute with in-kind support (volunteer tasks, providing services free of charge or only at out-of pocket cost).





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Az üzleti vezető hivatása
Vocation of Business Leader



Budapest,
2014. 11. 29.

„Profit of Values – Hungary, 2014” CONFERENCE, 29th of November, 2014

From	To	Duration	Description	Responsible
8:30	9:30	1:00	Registration, networking	Judit Fidrich , Lilian Turiet
9:30	9:50	0:20	Introduction	Burkhardt Leffers , Past President of UNIAPAC Europe Frank Spengler Resident Representative, Konrad-Adenauer-Stiftung
9:50	10:15	0:25	Christian values in business: seen from EU and Hungarian perspectives	Overview of the today's situation
10:15	10:40	0:25	The vocation of the business leader	Cardinal Peter Turkson
10:40	11:00	0:20	Questions and Answers	Cardinal Peter Turkson
11:00	11:20	0:20	Break	
11:20	11:40	0:20	Book review: the Hungarian edition of "The vocation of the business leader" – and how this book can fit to a modern learning process?	Dr. Baritz Sarolta Laura OP, KETEG, Sapientia Gábor Rohály , General Manager, Avaya Hungary
1:40	12:00	0:20	Creating Shared Values	Tibor Héjj Managing Partner, Proactive Management Consulting Ltd.
12:00	12:30	0:30	Panel: Witnesses Speak to Each Other: where we are, goals and experiences	moderator: Ulrich KISS SJ
12:30	14:00	1:30	Lunch	
14:00	14:10	0:10	Kick off afternoon	Burkhardt Leffers , Past President of UNIAPAC Europe
14:10	14:30	0:20	Presenting the Three Year Plan (plan, methodology, and furthermore, where we are now?)	János BOJTA President of KÉRME János Csébfalvi , Vice-President of KÉRME, Vice-President of UNIAPAC EUROPE
14:50	15:30	0:40	Sharing of real life experiences	Johanna Kruchina , SIKA György Lőrincz , St.Andrea Pincészet
15:30	15:50	0:20	Break	
15:50	16:30	0:40	Panel Discussion about the Social Doctrine of the Church for the responsible companies	José Maria Simone , President of Uniapac International, with Polish and Slovakian contributors
16:30	17:00	0:30	Conclusions & adjourn	President of UNIAPAC Europe

