

PRESS RELEASE

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Sir Robert Worcester KBE DL Appointed President of Institute of Business Ethics

“British business needs strong ethical leadership” says Sir Robert

The Institute of Business Ethics (IBE) is delighted to announce that Sir Robert Worcester KBE DL, Founder of MORI and Chancellor of the University of Kent, has agreed to become President of the Institute of Business Ethics. He succeeds Sir Peter Walters, now Non-executive Director of Nomura International, formerly Chairman of BP, who has served as IBE President since 1994.

Chris Moorhouse, Chairman of the IBE, welcomed the appointment: *“Sir Robert Worcester has given excellent support and encouragement to the Institute as a member of its Advisory Council. I am delighted that his advice will continue to be available to us in his new role. I would like to thank Sir Peter Walters who has led the Institute through many changes to the successful organisation it is today.”*

Sir Robert Worcester said: *British business faces even greater ethical challenge given the current economic climate. This demands strong ethical leadership. I am pleased to help IBE provide valued thought leadership and guidance to assist organisations deal with these challenges in the private, public and voluntary sectors.”*

ENDS/

Sir Robert is available for interview on 020 7347 3066.

For further information, contact Philippa Foster Back 020 7798 6040 info@ibe.org.uk

EDITOR'S NOTES

1. The Institute of Business Ethics (IBE) is a non-profit professional organisation, which encourages high standards of business behaviour based on ethical values. It raises public awareness of the importance of doing business ethically, and collaborate with other UK and international organisations with interests and expertise in business ethics. Its 110 subscribers include over thirty of the FTSE 100 companies many overseas headquartered companies, SMEs and nearly one hundred individual members. www.ibe.org.uk

2. **Sir Robert Worcester**

Sir Robert is the Founder of MORI (Market & Opinion Research International), London, and now Senior Advisor of Ipsos MORI Public Affairs Research. He is a Past President of the World Association for Public Opinion Research (WAPOR). In 2005 he was appointed by Her Majesty the Queen a Knight Commander of the Most Excellent Order of the British Empire (KBE) in recognition of the "outstanding services rendered to political, social and economic research and for contribution to government policy and programmes".

Sir Robert is Chancellor of the University of Kent, Visiting Professor of Government and a Governor of the London School of Economics and Political Science (LSE). He is Honorary Professor in the Department of Politics and International Relations at the University of Kent and in the Department of Politics and International Studies at Warwick University.

He is Chairman of the Pilgrims Society, a Governor of the English-Speaking Union, and a Trustee of the Magna Carta Trust. He is a Freeman of the City of London, a Governor of the Ditchley Foundation, and was a Member of the Fulbright Commission. He is a Vice President of Royal Society for Nature Conservation/Wildlife Trusts, of the United Nations Association and of the European Atlantic Group. Sir Robert is a former Trustee of WWT (Wildfowl and Wetlands Trust) and WWF (UK). He is on Advisory Boards of the Institute of Business Ethics (IBE), Media Standards Trust (MST), the Camelot Advisory Panel for Corporate Responsibility and GovNet.