

- wise – just – brave – moderate // obedient – diligent – conscientious – humble // faith – hope – love -

WB 121016 draft

## Mission Statement WEIB



**WEIB**  
World Ethics Institute Beijing  
Sister of Institute for Advanced Humanistic Studies

- qualitative ? – innovative ? – prepared ? – flexible ? – competent ? – value conscious ? -

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see also WB 120927 What's WEIB, and UNI contract/ WB 130405 Common understanding WEIBUp

*KS: following business standards this MS, the Weib Leadership has to develop in a 10 years perspective in form of an "Institute"- Mission, -Vision and - values catalog (= Guidelines triade, German LEITBILD); then derive from this a 3 years insitute stratgey, selected and constant institute principles (like the 3 black bars in this document) and after this the consequent annual planning to create a good architecture of its corporate structure within WEIB in PKU.*

## 1) Role

WEIB is a research, teaching, and public service institute of higher learning at Beijing University. It functions in close collaboration of the World Ethics Center in the Institute for Advanced Humanistic Studies at Peking University. WEIB was founded based on a donation of Karl Schlecht and SANY at 18 April 2012 in Tuebingen and inaugurated at BEIDA 121029 based on an Agreement between Universities Peking and Tuebingen signed 121028 at Beida.

## 2) Mission

### "Statement of purpose of WEIB"

WEIB in close collaboration of the World Ethics Center in the Institute for Advanced Humanistic Studies at Peking University will research, teach and public service as institute of higher learning. This is realized with being dedicated primarily to the study of the emergence of Homo Economics in fair and hard global competition as a defining characteristic of the Enlightenment Mentality of the modern West, its historical origin, contemporary relevance, and future implication.

Guided by the spirit of openness to all styles of intellectual inquiry, the 5 question probe (\*), scholarly independence, and freedom of thought of Peking University (1898-), WEIB will address critical issues shaping the human condition, notably reflecting reasons of the financial crisis and the disintegration of the international order. Inspired by the anthropocosmic vision, democratic ecumenicalism, historical memory, and ecological

consciousness, WEIB will explore, study, analyze, and synthesize the major political, social, and cultural factors that have exerted shaping influence on the economy and business of the global community in the 21st century.

It is intended to bring comprehensive, integrated, and balanced understanding of the global situation based on common world ethics thinking to interested public intellectuals in government, mass media, academia, the professions, and NGOs in the People's Republic of China. WEIB is committed to enhancing "public reasoning" based on world ethos basics - meaning what is common in world religions in Cultural China, Confucian East Asia, the Asia-Pacific Region, and the world.

(\*) <http://www.karl-schlecht.de/en/values/the-5-question-probe/>

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On top of the above in following the sponsors intentions most relevant is to read and reflect about **the big difference between** the objectives of interreligious dialogue and Worldethics

As well known one cannot enter ethics in business with the differentiating "religions issues" but very well with "Worldethics" - when formulated and communicated well.

To make this effective and develop efficient **tools** (like PWB etc) and ways for it and find and develop competent personalities for it is the central and core mission of Weit and Weib

This must always be remembered highlighted to follow the intentions of us sponsors. KSG and hopefully many others besides Sany and the high-level visions of WEIB as mentioned above.

Qualifying companies leadership to transfer effectively basic ethical values based on "religious - neutral" Worldethics Ideas and corresponding nomenclature in order to help forming good characters in Human Resources Management resulting in effective high qualified company culture for succeeding in global competition  
etc

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The above is long-term view over 10 years and is basis for the creating an Institute values catalog and subsequently the WEIB strategy for a 3 year perspective

Please consider the core values of SANY (see below)

Following this strategy the organizational structure will be developed and derived directives and norms for WEIB Management

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**CONCEPT-IDEAS OF TU WEIMING FOR WEIB  
to be entered in WEIB Strategy**

*Issued by TU Weiming in a long telephone conversation with KS 121015*

TW:

**There are two areas** (Programs) of Investment

1. Basic-research to get major impact in public domain etc.
2. To train people (to find outstanding people) as real carriers of the vision

For both programs you need a critical mass

In the beginning (2-3 years) major impact is important to create a sustainable development

After that supporters and many others allow the programs to grow.

Main Question is the question of identity of the identity in cultural china

1. „What kind of china do we want? Chinese who can earn a lot of money but with no soul or
2. "Chinese that is able to carries cultural values“

For that we need enough impact (international characters)– to show that WEIB-programs is sustainable.

TU will controll two things

- 1. Quality of the research**
- 2. That the money will spend effective**

KSG invests 500.000 EUR (and Sany too) for the first three years starting Jan. 2014.  
If WEIB will be successful-KSG will invest more money longer than 3 years

Hopefully Liang Wengen (Sany) will invest same in WEIB after the first million is used up till End 2013. If Sany will not invest – WEIB will find other potential partners)

So the TU Weiming will get in touch with Sany Chairman to find an agreement. Such an engagement of Sany as market leader will be good for their image in China and in the government in compliance to their value catalogue "Contribution to society". Helping others to create such values Sany profiting themselves in their HRM and further become an example for other companies in china.

TU wants to be an active participant in shaping a new kind of business ethos (confusion humanism)

Research: In the long run the Sany-PM merger will be an inspirational case.

KS makes clear that he personally assists to start the program but wants to step back soon due to age and other obligations

Why do we create the WEIB?

There are open markets for the ideas of the WEIB - because everybody feels it is necessary.

In the head of the institute we need on top someone with business thinking – not so university-academic.

Important for success of WEIB: good people (they must be effective as the carriers for the message of WEIB)

Important is the result of the investment of the sponosrs. For this we must create criteria.

Same is due for the efforts of WEIB on their market - which is

1. Lecturing in University and

2. positive echoes about ethical value transfer in companies and
3. quality of Chinese companies company culture

It was mentioned that WEIB needs an own values catalog which they must create themselves soon after founding as the basis for conduct and trust - inside and outside.

Prof Wieland will assist here. Also KS mailed examples to TU Weiming

**to be amended by TU Weiming**

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## For rapid orientation the core values of SANY

### **SANY Business corporate culture**

Integrity comes first, business comes second; quality changes the world

**Mission:** Quality changes the world

**Vision:** to build first class enterprise, to foster first-class employees, and to make first-class contribution to society

**Management philosophy:** 1) all for customers; 2) help our employees succeed on the job and in life

**Spirit:** contribute to the country by self-improvement

**Core value:** integrity comes first, business comes second

**Style:** pursuance of excellency with high efficiency

**Business philosophy:** customers-oriented, innovation-motivated

**Ethics:** fair, honest and grateful (appreciative)

#### **Doctrines:**

- human being is great because we dream about the future
- money only lures people while great cause unites people
- spare no efforts in building sany & realize self-worth through building sany

### **Mission of SANY**

Top company, top talents, top contribution to society

**Core value:** First well conduct ourselves, then deal with our business and quality will change the world

**Sany spirits:** Make unremitting efforts to improve our company and return the country with industry achievements

**Business principles:** All for clients and all from innovation

**Work style:** Work efficiently, pursue excellence

### **SANY Belief**

Human being is great for his dreams.

Money mounts motivation, but business counts teamwork.

Anyone can give his opinions freely and frankly.

Make allowance for mistakes but not for repeated ones.

No contribution is delinquency and put a premium on innovation.

Try our best to achieve the goal of three tops and self-fulfill our own value ion the platform of SANY

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Values Catalog of Putzmeister see Website

<http://www.karl-schlecht.de/en/values/>

<http://www.karl-schlecht.de> and Putzmeister World Book PWB

(\*) 5 question probe: <http://www.karl-schlecht.de/en/values/the-5-question-probe/>