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## Spotlights

## AWARDS GIVE THE GLOBE A NEW SPIN

These Globe Awards aren't the golden ones coveted by celebrities, yet they also honor top-notch performance—by recognizing business people who exemplify principles of good governance. Among those determining who will receive the awards—presented by H.R.H. Crown Princess Victoria of Sweden—will be Farmer School faculty members Brian Ballou and Dan Heitger, co-directors of the school's Center for Business Excellence (CBE). The two FSB professors will collectively serve as the U.S. delegate on the Globe Forum jury.

The awards ceremony, to be held this June in Stockholm, marks the inaugural event of the Globe Forum, an international network of innovators, entrepreneurs, investors, corporations, and regional leaders. The Globe Sustainability Awards will pay tribute to those organizations that most effectively integrate sustainability into their strategic plans and business reporting.

Beyond their role in casting the U.S. vote, Ballou and Heitger have contributed a key component of the award process by developing the criteria upon which companies will be judged.

The CBE directors explain the principles of "sustainability reporting."

"Whether the stakeholder concern is social or environmental," says Ballou, "accounting is the real reconciler—and the only way to create a level playing field. By combining financial statements with sustainability reports, stakeholders get the kind of transparency they need in order to see long-term implications."

Ballou and Heitger are yet unsure whether they will attend the awards ceremony or cast their ballot in absentia. They do plan to return to London in May, where they represented the American Institute of Public Accountants (AICPA) at the December, 2008, international forum convened by Britain's Prince Charles.

The two FSB faculty members credit their ongoing role with the international Accounting for Sustainability Project of Britain's Prince Charles as the basis for their selection for the Globe Awards jury, and will continue to represent the American Institute of Certified Public Accountants for the duration of that project. [M](#)

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