



WORLD SUSTAINABLE
FORUM LILLE ECONOMY
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L'ARGENT TO THINK IS GOOD
RESPONSABLE TO ACT IS BETTER.



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**INSTITUTO ETHOS DE EMPRESAS E
RESPONSABILIDADE SOCIAL**

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**BUSINESS PACT FOR
INTEGRITY AND AGAINST
CORRUPTION**

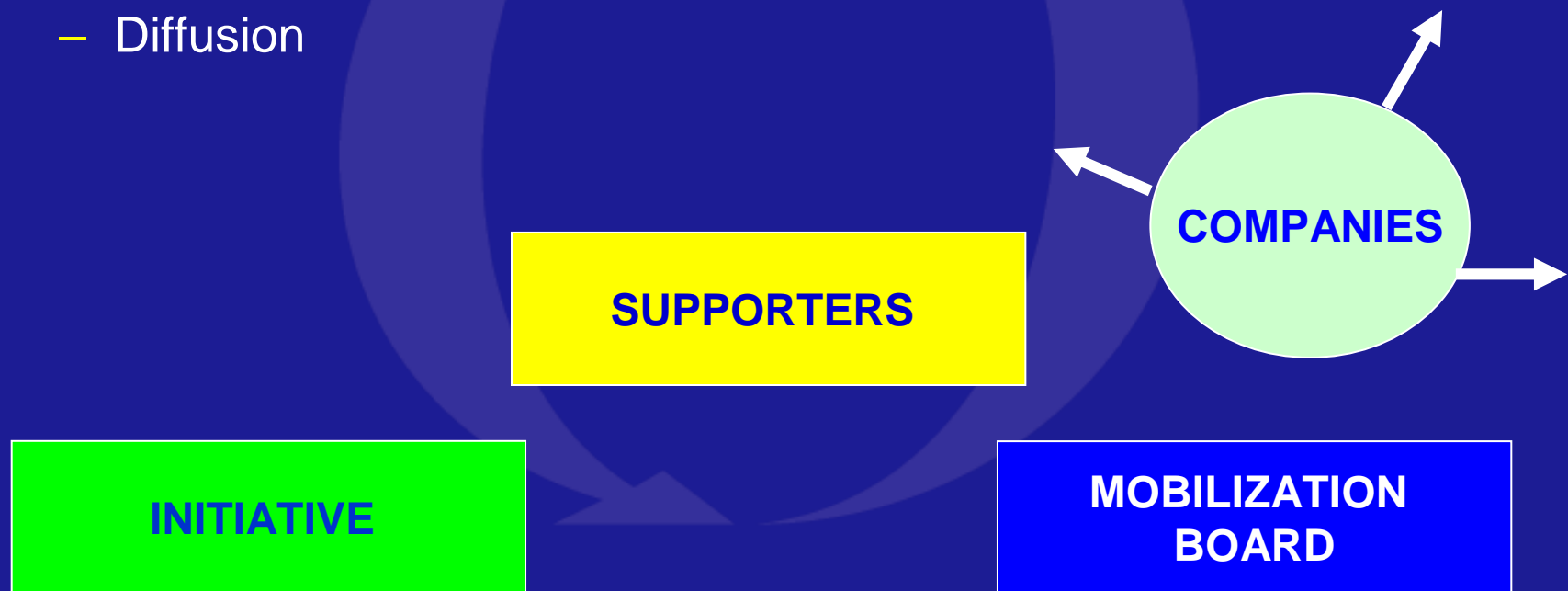
PRINCIPAL PARTENERS

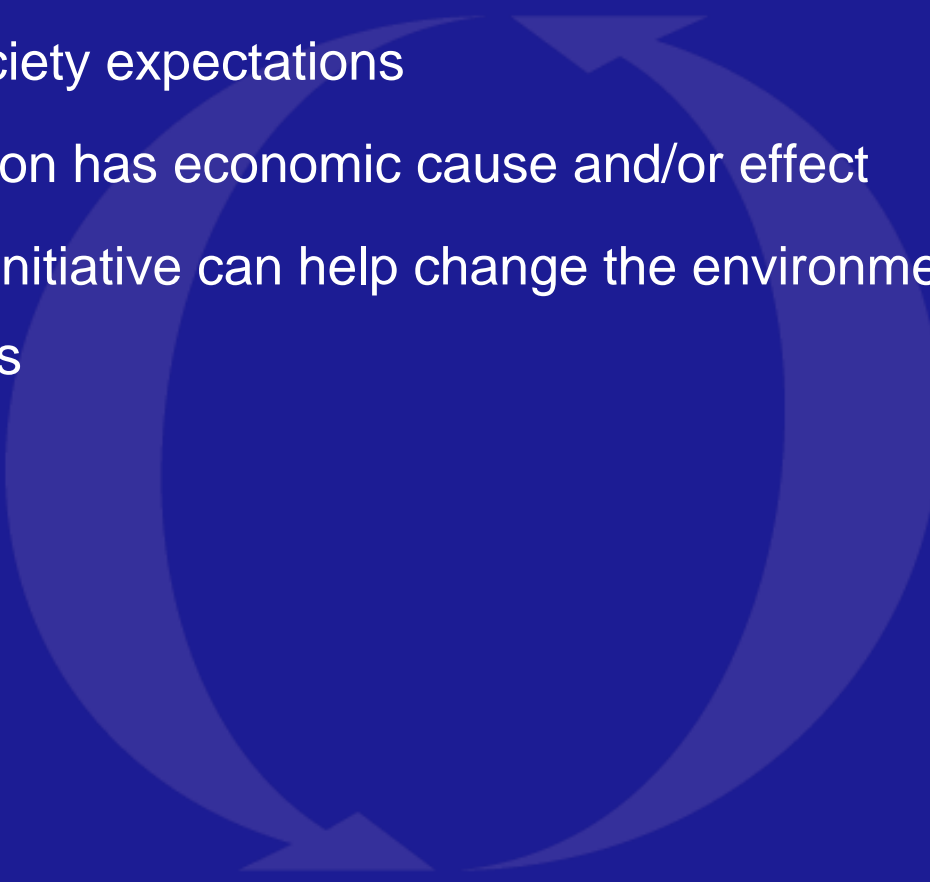
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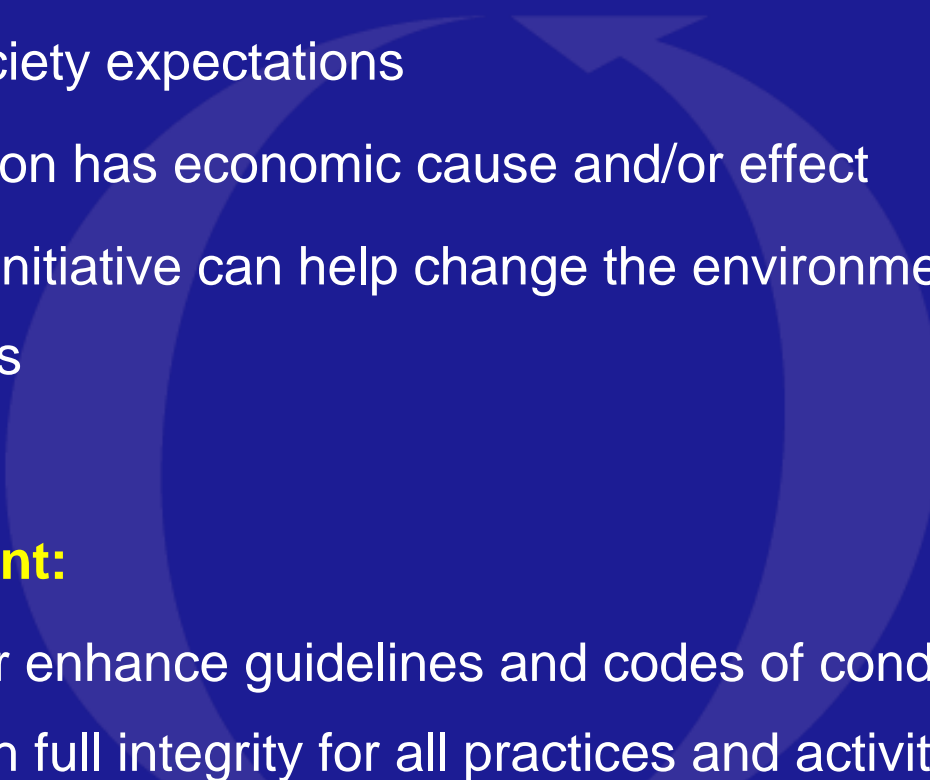


BUSINESS PACT AGAINST CORRUPTION

- For integrity and against corruption
 - To be subscribed by companies (266 companies and 66 entities)
 - Preparatory seminars
 - Launched on Jun 22, 2006
 - Diffusion



- **Companies acknowledge:**
 - Civil society expectations
 - Corruption has economic cause and/or effect
 - Private initiative can help change the environment and practices
- 

- **Companies acknowledge:**
 - Civil society expectations
 - Corruption has economic cause and/or effect
 - Private initiative can help change the environment and practices
 - **Commitment:**
 - Adopt or enhance guidelines and codes of conduct that establish full integrity for all practices and activities
- 



First Commitment

First Commitment: to Legality

- Let the laws be internally known, to be fully complied with:
 - When practicing business citizenship
 - As taxpayer
 - As supplier or buyer of goods or services for / from the public sector
 - As applicant to concession, permit or authorization
 - In any other condition/purpose

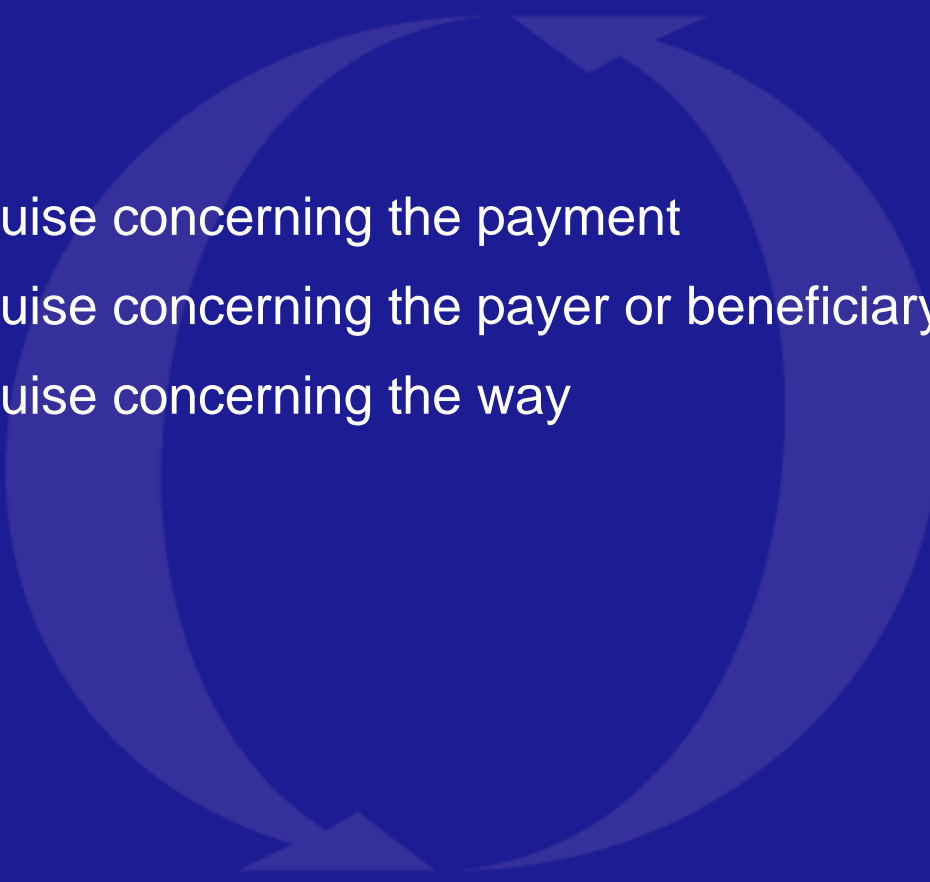
First Commitment: How To Fulfill

- Diffusion of, guidance for and answers to legal principles applicable to the activities
- **Emphasis on:**
 - Corruption
 - Concussion
 - Administrative corruption
 - Collusion in bids
 - Crimes against the economy and tax crimes
 - Limits and means of contributions to political campaigns

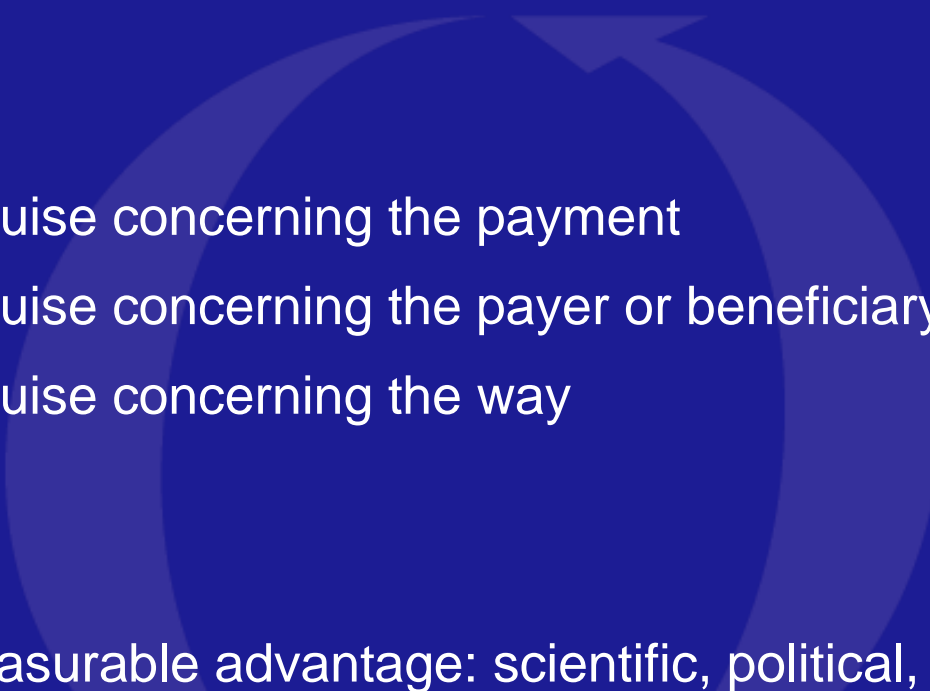


Second Commitment

Second Commitment: Prohibiting Bribery

- Gift or emolument
 - Direct
 - Indirect
 - Disguise concerning the payment
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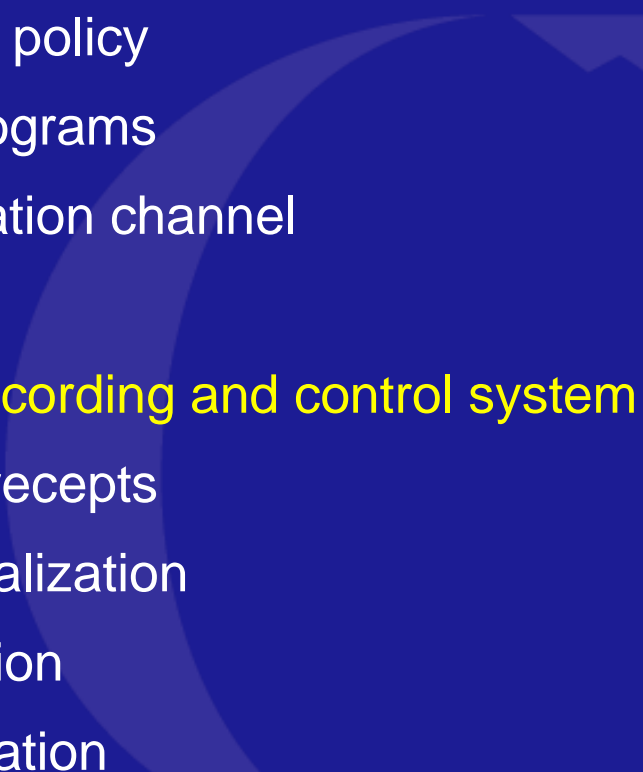
NATURE OF CORRUPTION.

Second Commitment: How To Fulfill

- Internal written rules:
 - Integrity policy
 - Training programs
 - Communication channel
- 

Second Commitment: How To Fulfill

- **Internal written rules:**
 - Integrity policy
 - Training programs
 - Communication channel

 - **Financial recording and control system**
 - Legal precepts
 - Individualization
 - Prevention
 - Identification
- 




Third Commitment

Third Commitment: on contributions to political campaigns

- **Forbidden actions:**
 - Obtain any individual favoritism, whether current or future
 - Link the public servant with a future favor
 - Any other except the practice of citizenship

Third commitment: how to fulfill

- Limits, way (documentation) and time period as provided by law
 - Checking recording of amounts contributed to parties and informed to board of elections
 - Denouncing any irregularities
- 



Fourth Commitment

Fourth commitment: on agents and representatives

- Prohibiting any person or organization
 - Acting on behalf of the company
 - From performing any illegal or unethical act (previous proposals)
- How to fulfill:
 - Mechanism to control and verify reasonability of payments for services and price of goods



Fifth Commitment

Fifth commitment: Diffusion

- Continually diffuse the pact principles
 - Other economic agents
 - Class entities and associations





Sixth Commitment

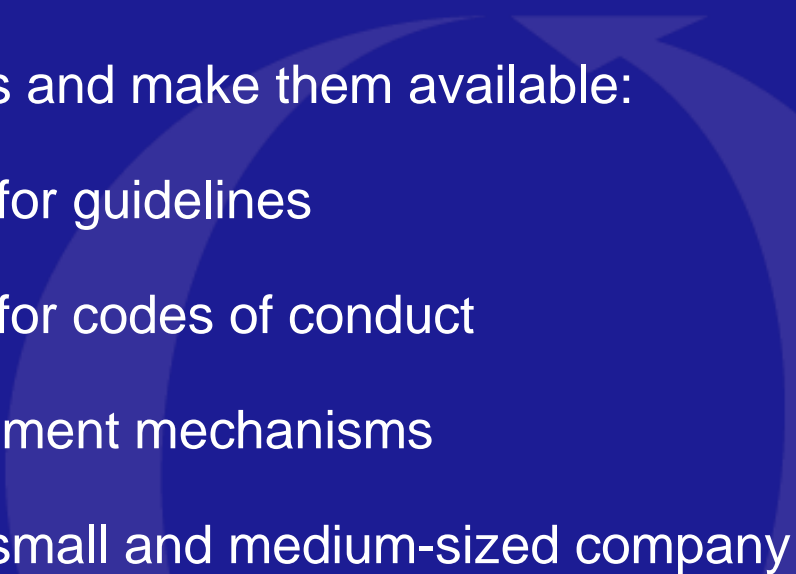
Sixth commitment: investigations

- Collaboration of economic agents with investigation:
 - Regardless of judicial order, within the limits of law
 - Attention to legal protection to third parties data



NGOs and entities

Commitment of **NGOs and entities**

- Promote diffusion and dissemination
 - Create tools and make them available:
 - Models for guidelines
 - Models for codes of conduct
 - Management mechanisms
 - Support to small and medium-sized company
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Which process is in place

- Web sites

www.empresalimpa.org.br

www.ethos.org.br

- Mobilize companies to sign the pact (events all over Brazil)
- Working Group of the Pact (30 companies)
- Orientate companies to follow the Pact guidelines (publication)

“Business Social Responsibility in Combating the Corruption”

what were the challenges

- Companies Subscription and its development through his value chain
- Monitor the evolution of companies behavior
- Develop tools to help companies
- Create a trustable data base (numbers)
- Cultural change in the work place of the high executives and its employees in the relation of the public and privet sectors.
- Promote honesty
- Brazil is a big country, cultural is different and all regions
- Adapt each region in Brazil - Disproportional situation
- Pulverize the process to achieve autonomy, without organization commission.
- Fund to accomplish the project