



UNIUNEA EUROPEANĂ



GUVERNUL ROMÂNIEI  
MINISTERUL MUNCII, FAMILIEI,  
PROTECȚIEI SOCIALE ȘI  
PERSOANILOR VÂRSTNICIE  
ȘI  
IMPERSONAL



Fondul Social European  
POSDRU 2007-2013



Instrumente Structurale  
2007-2013



Titlu proiectului: "Împreună pentru integritate, responsabilitate socială și dezvoltare durabilă"  
Proiect cofinanțat din Fondul Social European prin Programul Operațional Sectorial Dezvoltarea Resurselor Umane 2007-2013 - INVESTEȘTE ÎN OAMENI

# International Conference **INTEGRITY IN BUSINESS** Key for sustainable and long term prosperity

November 27-29, 2013  
Bucharest, Romania

# Project description

Title of the project

**Together for integrity, social responsibility and sustainable development**

Project ID

**POSDRU/93/3.3/S/63280**

Implementation period

**December 2011 – November 2013**

Partners

**Project coordinated by Transparency International Romania**

**In partnership with Softwin Romania and GDSI Ireland**



**SOFTWIN**



Budget

8.116.619RON

Main donor

**The project is co-financed through the European Social Fund, The Sectorial Operational Programme Human Resources Development 2007 – 2013  
– INVEST IN PEOPLE !**

words become virtues

# CONFERENCE AGENDA

Be the change you want to see in the world!  
*Mahatma Gandhi*

27 November 2013

day 1

**Plenary: FORTUNA HALL**

9:00 – 9:30

Welcome coffee and participants' registration

9:30 – 11:00

**Working together towards a real, efficient and responsible civic and social dialogue  
Being part of the solution – The Integrity Initiative**

- Building integrity one step at a time
- Towards an active and engaged civil society
- Integrity clubbing: a wonderful new beginning

**The 360 integrity and transparency approach:**

general overview of the Integrity Pacts about to be signed

- The ECOSOC Integrity Pact among NGOs and Social Partners
- The SME Integrity Pact among representatives of the SME sector
- The Integrity Agreement within the Health System
- The Integrity Pact within the Academia

11:00 – 11:30

Coffee break

11:30 – 13:00

<b>The ECOSOC Integrity Pact among NGOs &amp; Social Partners</b>	<b>The SME Integrity Pact among representatives of the SME sector</b>	<b>The Integrity Agreement within the Health System</b>	<b>The Integrity Pact within the Academia</b>
<i>Round table: Fortuna West Hall</i>	<i>Round table: Fortuna East Hall</i>	<i>Round table: Hora Hall</i>	<i>Round table: Simfonia Hall</i>

*Crosscutting aspects for discussion:*

**Taking the pledge: founders from all sectors formally adhere to their respective Integrity Pacts**

- Expectations from signing the Sectorial Integrity Pacts
- Overview of principles of the Sectorial Integrity Pacts
- Signing the Integrity Sectorial Integrity Pacts
- Where do we go from here?

13:00 – 14:00

Lunch



28 November 2013

# day 2

## Plenary: RONDA HALL

9:00 – 9:30

Welcome coffee and participants' registration

9:30 – 11:00

**Corruption and poverty vs. integrity and profit**

**Integrity and sustainable development as challenges for the Governments**

**Best practices from EU transnational companies to improve business integrity**

11:00 – 11:30

Coffee break

11:30 – 13:00

I. Corporate good governance	II. Lobby vs Advocacy – when influencing the political decision is white or black business?	III. Integrity makes business sense	IV. Accountability in managing public resources
<ul style="list-style-type: none"> <li>• Driving compliance and integrity – what is the leaders' role?</li> <li>• Beyond formal compliance – resisting taking advantage of the loop-holes in the law or paying bribes in order to secure a contract in a difficult overseas market</li> <li>• Separating ownership and control</li> </ul>	<ul style="list-style-type: none"> <li>• Business and collective actions</li> <li>• Revolving doors and conflicts of interest</li> <li>• Vulnerabilities for a transparent and competitive market arising from political parties financing</li> </ul>	<ul style="list-style-type: none"> <li>• Building your business with customers – product and pricing integrity</li> <li>• Fighting corruption throughout the supply chain - integrity in partnerships</li> <li>• Tools for a clean business – open contracting, integrity pacts, fair-trade</li> </ul>	<ul style="list-style-type: none"> <li>• Towards better governance of state owned companies</li> <li>• Engaging in public contracting - opportunities and risk</li> <li>• Responsible delivery of public services and goods</li> </ul>
<p><i>Round table: Fortuna West Hall</i></p>	<p><i>Round table: Fortuna East Hall</i></p>	<p><i>Round table: Rapsodia Hall</i></p>	<p><i>Round table: Opera Hall</i></p>

13:00 – 14:00

Lunch

# day 2

14:00 – 15:30

V. Reputation & Ethics	VI. Social responsibility	VII. Stakeholders	VIII. Sustainable development
<ul style="list-style-type: none"> <li>• Making compliance an everyday standard – educating your staff</li> <li>• Managing risks for ethical integrity - the value of your image, brand and reputation</li> <li>• Ethical practice in marketing strategy</li> </ul> <p><i>Round table: Fortuna West Hall</i></p>	<ul style="list-style-type: none"> <li>• Internal social responsibility – your employees own the company integrity!</li> <li>• How should community/ society keep the business accountable for integrity failures?</li> <li>• Investing in education - promoting your business values</li> </ul> <p><i>Round table: Fortuna East Hall</i></p>	<ul style="list-style-type: none"> <li>• Stakeholders engagement – why and how to build social capital?</li> <li>• Communicating integrity - showing the real value of the company' assets</li> <li>• Engaging stakeholders into company development strategies</li> </ul> <p><i>Round table: Rapsodia Hall</i></p>	<ul style="list-style-type: none"> <li>• Earthy resources paying for corruption – the missing resources for the next generation</li> <li>• Environment and ethics – environment compensation policies</li> <li>• Profit &amp; sustainability – planning for inclusive development</li> </ul> <p><i>Round table: Opera Hall</i></p>

15:30 – 16:00

Coffee break

**Plenary: RONDA HALL**

16:00 – 17:00

**Wrap up session – presenting the conclusions of the workshops**





TOGETHER FOR  
**INTEGRITY**



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alexandru.velcea@gmail.com





**TRANSPARENCY  
INTERNATIONAL  
ROMANIA**

## who we are ...

**Transparency International Romania (TI-Romania)** is the national member of the only international non-governmental organization dedicated to fighting corruption, being recognized as such and having consultative status for several international institutions, namely the Economic and Social Council of the United Nations (since 2003), the World Bank and the Committee of Ministers of the Council of Europe (since 2004).

Since October 1999, when TI-Romania has started its operations, it has achieved:

- Over 40 legislative and public policy projects promoted and by TI-Ro and adopted by the decision makers, between which:

- *The Ratification of the UN Convention against Corruption*
- *The first civil law in Europe on whistleblowers` protection*
- *The incrimination of the abuse of office as a corruption crime*
- *The ammendment of the Criminal Procedural Law regarding the prosecutor`s obligation to communicate the motivation of his decision to the complainant*
- *The regulation of the public legal aid*
- *The implementation of the third Directive on money laundering regarding enhanced due diligence for politically exposed persons*
- *The National Anticorruption Strategies 2001, 2005, 2008 and 2011*
- *The principles for the Pact on Judiciary signed in 2009 by all state powers and several political parties` representatives*

- 8 public institutions or initiatives to which TI-Romania has contributed to be set-up, developed or implemented, aut of which we mention:

- *National Anticorruption Prosecutor Office (PNA)*
- *National Anticorruption Directorate (DGC) through its Strategic Committee*
- *National Integrity Agency through it National Integrity Council*

- Over 200 trainings with over 4000 participants from both business and pubic sectors

- Over 6000 citizens advised on corruption related issues through the services of the ALAC (Advocacy and Legal Advise Center)

- Over 10 millions of citizens receiving our anticorruption awareness messages through TV, radio and on-line campaigns

- Over 100 studies and how to guides on integrity related topics

## The Pact for Integrity & Transparency in Business

**Transparency International Romania (TI-Romania)** has catalyzed the will of a core group of companies to work together towards a shared vision of integrity, through founding the **Pact for Integrity and Transparency in Business in Romania**.

- *The signatory companies aware of the impact of corruption in all its forms and their duty to the community that generates revenue decided to build a platform of joint action for integrity social and commercial responsibility.*
- *The pact represents individual and collective commitment of member companies to generate an economic and social model based on moral values and principles as a solution for Romanian society development, abolition of inequalities, corruption, abuse of power, fraud and fighting all forms of illicit trade.*
- *Member companies assume the role of promoting a model of business ethics that contributes to inclusive economic development effectively builds credibility of the Romanian business environment and reflects the social, cultural and commercial values of Romanian society.*

Member companies of the Pact for Integrity and Transparency in Business in Romania assume the mission to contribute creating a culture of integrity and transparency by restoring and strengthening the system of values and principles of the Romanian society on the following foundations:

- *Responsibility to society, employees and shareholders*
- *Transparency 360 °*
- *Inclusive development*
- *Sustainable development*
- *Fairness to consumers*
- *Collective action*
- *Proactivity*
- *Compliance and complementarity*
- *Credibility*

## Centre for Integrity in Business (CIB) ...

To achieve the change we want to see in Romania, the CIB, operated by TI-Romania as a technical secretariat of the Pact, will provide to companies and their relevant stakeholders:

- **Technical assistance for planning and implementing compliance associated programs**
- **Management of international instruments in the field of business ethics, compliance and integrity**
- **Training in the field of integrity and ethics management**
- **Advocacy campaigns to improve the regulatory framework, as well as the fiscal and administrative procedures**
- **The secretariat of the RESIST program**
- **A networking platform**
- **Branding their membership to the pact**

## conference concept ...

Building a culture of integrity in organizations is very challenging and will not come easy, but stakeholders are demanding this. For example customers are no longer only looking for the lowest price, but also for the best quality, which also refers to the quality of the company they are doing business with. The public will increasingly encourage companies that disclose their anti-corruption and compliance commitments by becoming the customers of companies with the highest integrity commitment.

Transparency International Romania acknowledges that the private sector plays an absolutely central role in shaping the way a society responds to both traditional and emerging forms of corruption and seeks to cement integrity as the long-term driver of a more solid, responsible and sustainable business model for Romania, which can act as a catalyst towards a sustainable development of the Romanian society.

The conference is aimed at top managers, compliance middle management, social partners, representatives of civil society organizations, members of administrative structures, policy makers and academia dealing with business and integrity.

## conference objectives ...

The purpose of this three-day conference is to debate why companies should start taking integrity seriously and engage their stakeholders to work together towards a shared vision of integrity.

To achieve the change we wish to see in Romania, make this purpose the difference in building integrity, the conference will:

- *Examine the challenges of building a culture of integrity for businesses with a clear focus on responsibility toward their employees and stakeholders*
- *Address the cooperation with the members of the supply and distribution chain and other actors in the business environment and with public authorities in order to achieve sustainable development in a climate of integrity.*
- *Coordinate efforts of the business community – large, medium and small enterprises, as well as the ones of the academia, civil society organizations and social partners to build a culture of integrity and transparency within the Romanian society*

The expected results of our discussions will be the launch of the Business Integrity Pact as a collective initiative of the Business Integrity Center, altogether with the sectorial integrity pacts for SMEs, academia, ECOSOC and health system.

# NOTES

## Support Organisations



Embassy of the Kingdom of Denmark in Romani



## Media Partners





# CIB

**Titlul programului:**

Programul Operațional Sectorial pentru  
Dezvoltarea Resurselor Umane 2007-2013  
INVESTESTE IN OAMENII

**Titlul proiectului:**

Împreună pentru integritate, responsabilitate  
socială și dezvoltare durabilă.

**Editorul materialului:**

Asociația Română pentru Transparență /  
Transparency International Romania

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