



Ethics Practitioners' Association of Canada

Dialogue and Networking EPAC Members' Outreach Initiative

1 September 2006

Beginning in the 2006 fiscal year, to further EPAC strategic objectives, and to the extent members can spare the time, this activity will focus on the following on an ongoing basis:

- We will explore expanding dialogue relating to organizational ethics in the Canadian corporate and public sectors.
- We will seek a greater link to the involved sectors through encouraging corporations and the private sector, in addition to the public sector to join EPAC.

We hope to accomplish this through member dialogue with corporate, public and private friends or partners, and invitations to EPAC roundtable luncheons or events, and EPAC chapter activities, as an ongoing practice. We recommend that such gatherings publicly introduce and recognize corporate or other guests at events. Members are encouraged to get to know invited guests and make them feel welcome on these occasions.

The theme is “good governance – first integrity”. We will advocate:

- EPAC - your support resource for integrity framework support and advice.
- Our EPAC Ethics Competency profile.
- Our capacity for networking with avenues for assistance, support or learning with an association of ethics practitioners in all the dimensions of public sector, academic, business, and organizational ethics.

EPAC Outreach – Members’ Guidance

As an ongoing EPAC practice, EPAC would like to encourage EPAC member and EPAC Chapter outreach to the corporate, private, public, professional, international and academic sectors. We would like to expand our visibility beyond the predominant focus on government and the public service that we have had in the past.

If every EPAC member could contact at least one guest on an annual basis, be it a company, academic, private or other representative, we would consider the project a huge success, not only from the possibility of increased EPAC membership, but from the dialogue on a very important subject to all of us. You, the EPAC member, could make the beginnings of a real difference in ethics in all manner of governance and professionalism in Canada.

We have created an easy guidance package to assist you.

The objective of this initiative is threefold:

1. To introduce yourself and EPAC to your guest, be it a corporate, academic, private or public sector partner or other guest, who you feel may be interested in the subject of organizational ethics;
2. Have a dialogue on the subject of organizational ethics, perhaps on the subject of the ethics environment they face, social responsibility, global and other standards and best practices tools and techniques; and
3. Invite them to an EPAC network, or EPAC Chapter, luncheon or event, sponsored by your local EPAC group, and introduce these guests to the other members.

Please conduct the dialogue as you feel comfortable. We have enclosed a series of articles to help you out if you wish to use them. You may provide them to the contacted representative or guest if you wish. You may also use any material on the EPAC web site.

Let us know how you made out

We would also appreciate that you let us know what representatives you have contacted and from what sector, and any points of interest you would like to share from the dialogue.

Drop us an email.

EPAC Dialogue Guidance

You are free to discuss the subject of organizational ethics in any way you are comfortable and consistent with your level of knowledge and experience. Possible discussion subjects include:

What is EPAC? (See the following handout: “Welcome to EPAC”)

Why would any one consider paying attention to organizational ethics? What is your ethics environment?

1. It is good for business. People want to do business with honest people.
2. It is the right thing to do. It is who we want to be as human beings.
3. We have had a crisis. Possibly some serious wrongdoing or a scandal exposed in the media and we need to regain trust.
4. It is a matter of public trust and confidence.
5. It is becoming a matter of public, national and global expectation.

What are the standards or roadmaps out there of importance to the corporate sector?

See enclosed summaries of:

- OECD criteria
- UN Criteria
- CAUX criteria
- CSR
- EPAC competency profile

A check of the Internet reveals many other sources of corporate ethics information that you may find useful. The above is only a selection.

How do we get there? What tools and techniques are available?

This may include:

- Codes of ethics and codes of conduct
- Ethics officers
- Internal disclosure mechanisms
- Reprisal protection approaches
- Ethics decision making models
- Ethics risk management
- Ethics leadership models
- Ethics review boards
- Training and orientation models
- Conflict of interest policies
- Ethics accountability approaches
- Respecting culture

EPAC has the resources to help you.

Welcome to EPAC

Welcome to the Ethics Practitioners' Association of Canada (EPAC), a pan-Canadian centre of excellence on organizational ethics since 1996. Our members include ethics officers, consultants, educators, students and other interested in the field of ethics applied to organizations of all kinds, including corporations, government agencies, and voluntary associations. EPAC has published ethical standards, whose acceptance is a condition of membership, as well as a competency profile of ethics practitioners, which sets out the functions, knowledge and skills of practitioners.

We are dedicated to enabling individuals to work successfully in the field of ethics in organizations by enhancing the quality and availability of ethics advice and services across Canada.

Our vision is that all Canadian organizations, whether public, private or voluntary, will operate in an exemplary ethical and socially responsible manner at home and abroad, in accordance with their own stated values, the leading standards in their sector, and applicable international standards.

EPAC has produced an ethics competency self-assessment guide, designed to help practitioners determine their strengths and weaknesses. EPAC has compiled a national inventory of ethics education and training resources. Visit our website. To those who share our vision, and have an interest in contributing to our mission, we invite you to join us, and become part of the ethics community!

As an ongoing EPAC practice, EPAC encourages members and EPAC Chapter outreach to the corporate, academic, private, professional, and public sectors. EPAC members will contact representatives, partners, friends or neighbors from these sectors and engage you in a dialogues about who we are, what organizational ethics is about, and invite to you to a EPAC ethics luncheon or Chapter event to network and discuss common interests.

*There is no sustainable corporate competitiveness possible without good governance. **There is no good governance – without first integrity.** With men and women of strong values nothing is impossible. To rely solely on activity to control corruption is insufficient. The key is a healthy balance of controlling corruption, building integrity, and respecting culture and meaning. More is accomplished by organizational cultures, which support and help good people in doing the right thing, than through punitive approaches.*

The benefits of membership. EPAC offers:

- *A range of communications media, a knowledge base on organizational ethics, and network activity of interested of “providers and acquirers” of organizational ethics.*
- *Links to sources of education and standards in organizational ethics.*

- *An ethics practitioners code, a competency profile, and a degree of credible ethics professionalization.*
- *An approach to organizational ethics that reflects the “Canadian Way” in terms of our values and organizational ethics practices; and*
- *The encouragement and participation in an association that seeks to provide clarity, advocacy, focus and development of organizational ethics.*

www.epac-apec.ca

Organizational Ethics Reference Summary

Key Documents can be considered as:

- EPAC competency profile
- OECD criteria
- CAUX criteria
- UN Global compact for business
- Corporate Social Responsibility – Triple bottom line

EPAC Competency Profile Of Practitioners

EPAC has issued the Competency Profile of Ethics Practitioners to set a threshold standard for competent ethics practitioners. The Competency Profile is a guideline that forms part of EPAC's voluntary self-governing framework for professional activities relating to ethics in organizations. The Competency Profile addresses three areas:

The functions that ethics practitioners carry out, such as:

- working with organizations to identify organizational values and develop ethics programs
- promoting ethical leadership and decision-making
- developing social responsibility frameworks

The knowledge that ethics practitioners must have includes:

- understanding of the application of major theories of ethics and decision-making models
- understanding the basics of organizational management
- understanding major national and international ethics cases

The skills that ethics practitioners must possess include:

- facilitating constructive dialogue on ethics-related issues
- analyzing ethics issues and problems
- providing coherent, realistic solutions to ethical issues

This information will assist potential employers and clients to engage professionally competent ethics practitioners, as well as enabling educators to design programs to train ethics practitioners. Most important, the Competency Profile established a common standard for those who work to enhance the ethical orientation of organizations in Canada.

OECD Principles For Managing Ethical Conduct

The "*Principals for Managing Ethical Conduct in the Public Service*" of the OECD Council dated 23 April 1998, are widely accepted by the global community as a standard for Public Sector organizations.

1. Ethical standards for the public service should be clear.
2. Ethical standards should be reflected in the legal framework.
3. Ethical guidance should be available to public servants.
4. Public servants should know their rights and obligations when exposing wrongdoings.
5. Political commitment to Ethics should reinforce the ethical conduct of public servants.
6. The decision-making process should be transparent and open to scrutiny.
7. There should be clear guidelines for interaction between the public and private sectors.
8. Managers should demonstrate and promote ethical conduct.
9. Management policies, procedures and practices should promote ethical conduct.
10. Public service conditions and management of human resources should promote ethical conduct.
11. Adequate accountability mechanisms should be in place within the public service.
12. Appropriate procedures and sanctions should exist to deal with misconduct

The Caux Roundtable 1994 - Principles for Business

- Have responsibilities beyond shareholders toward stakeholders, such as for improving lives, sharing wealth, fairness and honesty.
- Should contribute to justice, social and economic advancement, ; human rights, education and innovation.
- Act beyond the letter of the law towards a spirit of trust. Laws are necessary, but insufficient, guides for conduct.
- Respect for rules at home and abroad.
- Support for multilateral trade liberalization.
- Respect for the environment.
- Avoiding illicit operations, ie, bribery, corruption.
- Treat people with dignity and respect. Provide quality. Health and safety. Truth in all activities. Respect property rights.

The Global Compact

United Nations Secretary-General Kofi Annan first proposed the Global Compact on 31 January 1999. On 24 June 2004, the Secretary-General announced the addition of a tenth principle against corruption.

Human Rights

Principle 1: Business should support and respect the protection of internationally proclaimed human rights; and

Principle 2: Make sure that they are not complicit in human rights abuses.

Labour

Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;

Principle 4: The elimination of all forms of forced and compulsory labour;

Principles 5: The effective abolition of child labour; and

Principle 6: The elimination of discrimination in respect of employment and occupation.

Environment

Principle 7: Businesses should support a precautionary approach to environmental challenges;

Principle 8: Undertake initiatives to promote greater environmental responsibility; and

Principle 9: Encourage the development and diffusion of environmentally friendly technologies.

Anti-Corruption

Principle 10: Business should work against all forms of corruption, including extortion and bribery.

Corporate Social Responsibility – Triple Bottom Line

The 'triple bottom line' is rapidly gaining recognition as a framework for measuring business performance. The phrase was popularized by John Elkington, co-founder of the business consultancy SustainAbility, in his 1998 book 'Cannibals with Forks: the Triple Bottom Line of 21st Century Business'.

In its broadest sense, the triple bottom line captures the spectrum of values that organizations must embrace - economic, environmental and social (ethics). In practical terms, triple bottom line accounting means expanding the traditional company reporting framework to take into account not just financial outcomes but also environmental and social performance.