

Why Apply For The Ethics Mark?



The Mark has such wide applicability and demonstrates such an important facet of business life – trust – that the commercial and intrinsic value of the Mark is manifold:

Ethical Leadership

The Mark demonstrates ethical leadership. The founding Mark holders can rightly claim to have been at the forefront of ethical development. The ongoing engagement on ethical issues also helps to move the ethical debate forward, with The Mark representing a forum for the sharing of ethical issues and the responses to those issues.

Symbol of Trust

The Mark is such a strong and well understood symbol (most people have a general understanding of ethics), that even without necessarily recognising the symbol or knowing of The Foundation, anyone who sees The Mark is likely to regard the holder in a favourable light. At the very least this will confirm or consolidate an organisation's public standing, and it may well be the deciding factor in choosing between organisations, particularly where public trust is of special importance.

Independent Verification

One of the Mark's strengths is that it relies on the feedback of the people who know the organisation best – its stakeholders - to verify the Values Statement. The Foundation and the independent committee of reference over see the process, but the key check on validity rests with the customers employees and other stakeholders. This ensures that the Mark can be trusted as a true symbol of ethics in practice.

Full Directory Entry

Mark holders have a full entry in the on-line directory of values-led organisations. The directory will be a means of checking an organisation's values (and hence whether someone might choose them in preference to a competitor), and is also a place for finding values-led organisations. The Directory will benefit from national publicity for the Mark and this will undoubtedly lead to publicity for the individual Mark holders. Those organisations that join as founder members will have most to gain from this early publicity.

Employee Motivation

By its very nature, The Mark requires that stated values are embedded in the organisation. An organisation with clearly stated values that transcend the financial and are part of everyday working life, is far more likely to attract and retain employees of a high calibre. The process of applying for and retaining The Mark enables values to be better embedded within the organisation and as such, helps employees to become advocates for the organisation.