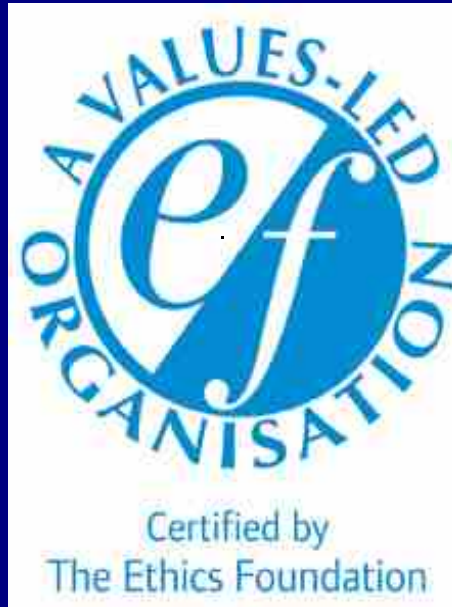


# The Ethics Mark™



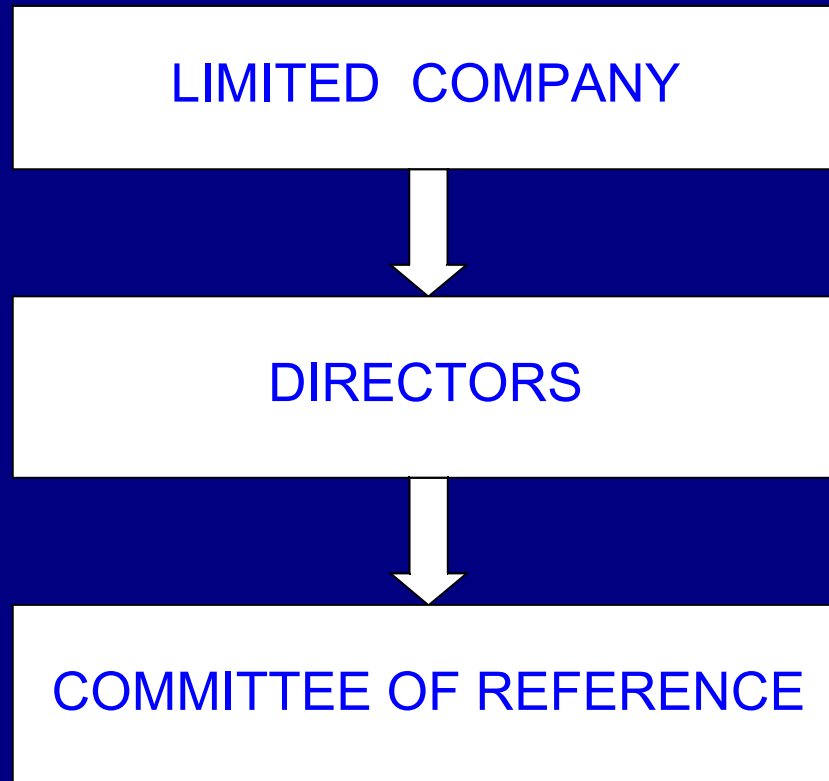
# The Ethics Foundation

Developing values-led cultures through:

- Ethics Mark
- Ethics Regions
- Ethics Academy
- Ethics Holidays



# Ethics Foundation



# The Directors



**Professor David Jackman**

- Chair of Sustainability Committee - British Standards Institute
- Former Head of Training & Competency - Financial Services Authority

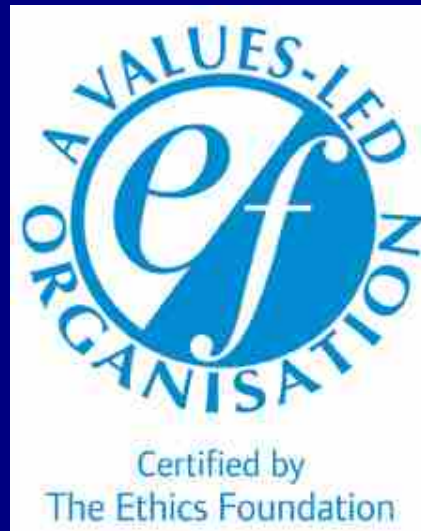


**John Fleetwood**

- Director of Ethical Money
- Founder of Ethical Investment Association



# The Ethics Mark™



- Why?
- What?
- Who?



# Sustainability

- Ethical culture built on sound character
- Licence to operate
- Inbuilt protection from future threats



# Ethical Advantage



The first UK insurer  
to be awarded the Ethics Mark  
for the way we do business.



Enough Said.

14 St. Catherine's Street, Bedford MK43 0LJ  
Tel: 01295 211111 Fax: 01294 210224 Email: [enoughsaid@pnh.co.uk](mailto:enoughsaid@pnh.co.uk)

 Medicaid  
 Medicare

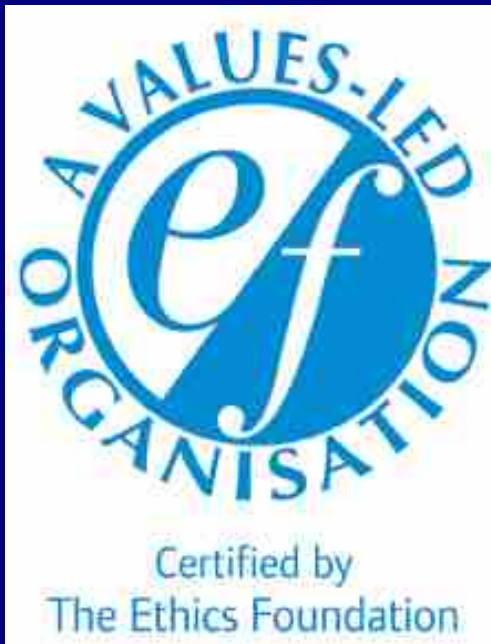


# Catalysts for Step Change in Business

- Price & Costs
- Technology
- **Values**



# Trust me ... Ethical Branding



- Simple & Immediate
- Independent
- Integrity of process



“Please tell me how you would rate the honesty and ethical standards of people in these different fields: very high, high, average, low, or very low?”

### Very high/High %

Nurses	84	Journalists	26
Medical doctors	69	Business executives	18
Engineers	61	Lawyers	18
Clergy	58	Stockbrokers	17
College teachers	58	Insurance salesmen	13
Policemen	54	Advertising practitioners	11
Bankers	37	Car salesmen	7



# Trust me ... Prove it

68% of people think that: “A lot of companies nowadays pretend to be ethical just to sell more products”\*



# Demand for ethical transparency

- 79% of people say that: "I would trust a company more if it was honest about all of its policies and practices, even if I didn't agree with them all."\*
- And 81% think that: "It's better for companies to be honest with consumers rather than pretend they are always squeaky clean."\*



# Inspire me ... through values

Our objective is to place sustainable development firmly at the heart of our strategy, so that we are known as the benchmark bank for sustainable development"

- Axel Miller, Dexia Bank

no achievement without lasting commitment

DEXIA



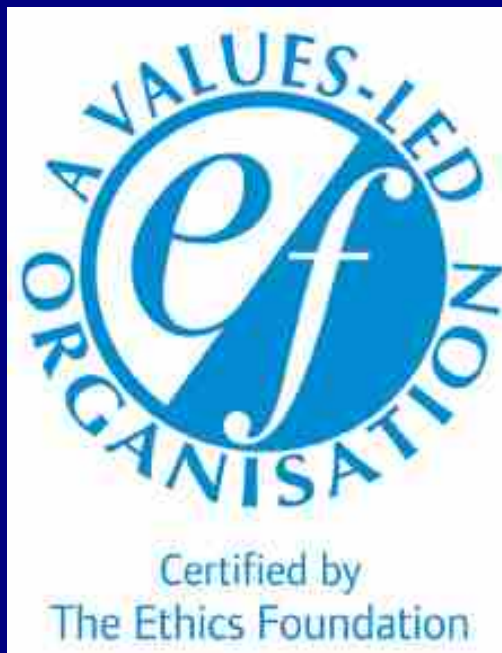
# Shared Values = Better Performance

‘The heart of effectiveness is building integrity through the constant observation of one’s lack of integrity.’

- *William Torbert*



# The Ethics Mark™ is ...



... a **mark** of ethical distinction, a **process** for building trust and a **catalyst** for inspiring others



# What's Required?

- Initial application
- Annual submission
- 5 yearly re-validation



# Application Process

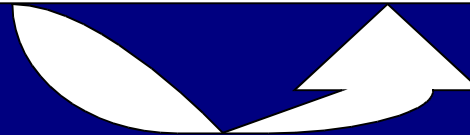
STAGE 1: VALUES STATEMENT



STAGE 2: VALIDATION



STAGE 3: ASSESSMENT



# Stage 1: Values Statement

- Why deserving of Ethics Mark?
- Key Ethical Issues
- Examples to demonstrate ethics
- Invites Engagement – carries risk



# Statement In Ethics Directory



# Stage 2: Validation

AGREE STAKEHOLDERS



STAKEHOLDER FEEDBACK



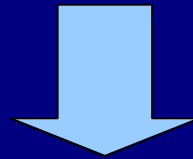
ASSEMBLE EVIDENCE

**FURTHER ACTION?**

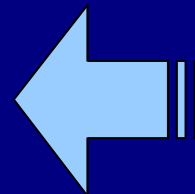
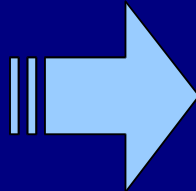


# Stakeholder Verification

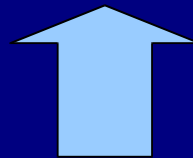
Customers



Suppliers



Investors



Employees



# Sample Feedback

	agree	disagree	agree as far as I know
Customer/Client	0	0	1
Employee	0	0	0
Supplier	1	1	0
Shareholder/investor	0	0	0
Colleague	0	0	0
Other	0	0	0

client 1      Customer/Client      I agree as far as I know that the document accurately reflects this organisation. 27/07/2007  
Comment:

supplier 1      Supplier      I disagree that the document accurately reflects this organisation. 27/07/2007  
Comment:      I've never been paid



# Stage 3: Assessment

ADVISOR REPORT



FOUNDATION ASSESSMENT



COMMITTEE OF REFERENCE



# Assessment

## STAKEHOLDER SURVEY SUMMARY

### ADVISER SUMMARY

- Motivation
- Impact on the Environment & the Wider Community
- Engagement & Embedding of Values
- Relationships
- Ethical Pressures
- Leadership & Authenticity

Other Issues

### ACTION POINTS

Action	Mandatory?	Completion Date
--------	------------	-----------------

**RECOMMENDATION** - Approve / Defer

**APPROVAL** - Signed For Ethics Foundation:



# Benchmarking Ethical Maturity

## Level 1 – Early Stage Commitment

Recognition of responsibilities & role in wider community through:

- Financial profitability
- Compliant culture
- Decent workplace
- Client satisfaction
- Responsible citizenship



## Level 2 - Maturing

Start to deliver social & environmental returns by:

- Social & environmental goals
- Excellence in relationships with clients, staff and suppliers
- Service quality



## Level 3 - Leader

Deliver social, environmental and financial returns through:

- Core services
- Client education
- Focus on social & environmental services



## Level 4 - Innovative

Change the way things are done by:

- Introducing new ethical services
- Educating investing public on social & environmental issues



# 'Small' Organisation Costs

- Preparation, validation & assessment - £250
- Membership and licence - £100 p.a.
- < £1 million turnover



# 'Larger' Organisation Costs

- Validation & assessment – Fee agreed on application (dependent on level of work required)
- Membership and licence - £250 p.a.
- > £1 million < £10 million turnover



# What You Get



- Use of Mark
- Directory entry
- EF membership

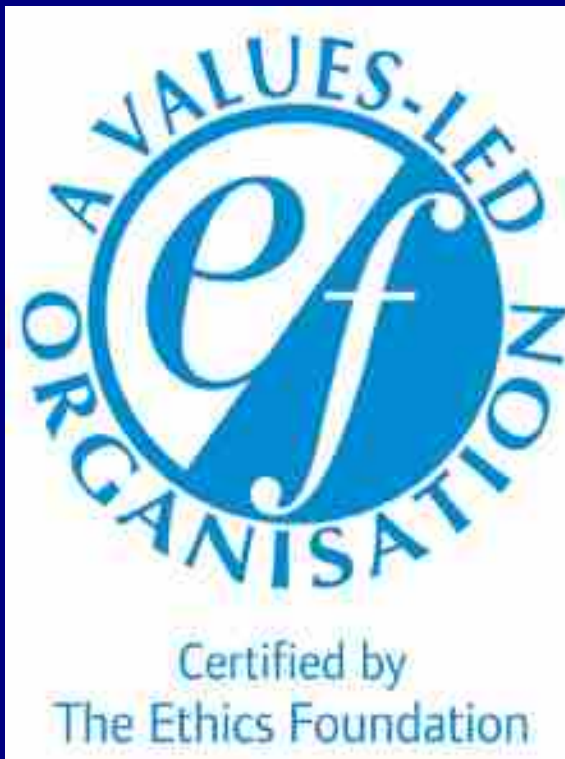


# Why Bother?

- Ethical recognition
- Inspire others to join you on the ethical journey
- Social accountability - stakeholder validation



# The Next Step ...



DIY – Application Form & Draft values statement

Assisted – Contact us for a quote

Contact: David Jackman

T. 01539 435 354

E. [david@ethicsfoundation.com](mailto:david@ethicsfoundation.com)



[www.ethicsfoundation.com](http://www.ethicsfoundation.com)



\* Source: Ipsos MORI . For this study, face to face interviews were conducted between 13th and 19th May 2005 with a nationally representative sample of 910 respondents (aged 15+) from the UK

