



Ethics code/Code of Conduct as a tool of Corporate responsibility of the company



Code of ethics or a code of conduct?



- act as a guidance to codes of conduct
- guide to all decision making within the organization
- mostly covers the Do's
- wide-ranging and non-specific
- **publicly available** and **addressed to anyone** with an interest in the company's activities and the way it does business

Code of ethics or a code of conduct?

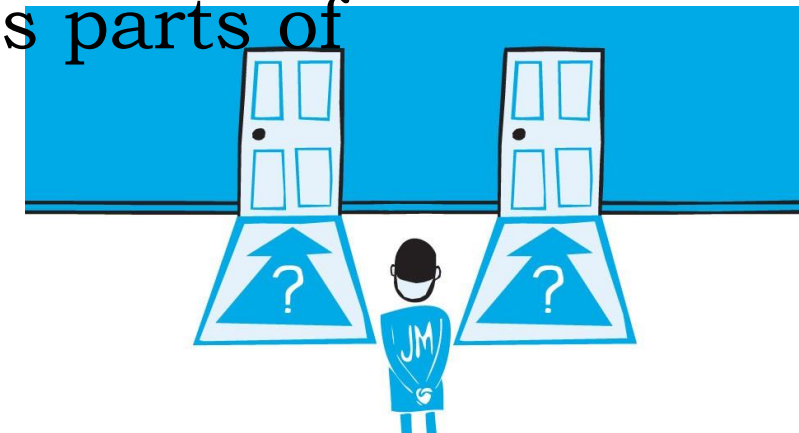


- generally addressed to and intended for employees alone
- is mainly defined for the acceptable and unacceptable actions
- more **compliance or rule focused**
- has precised elements



The importance of the codes

- ✓ to ensure better accountability in the administration
- ✓ to have a good governance for the betterment of people/employees
- ✓ to maintain highest ethical standards in the organization
- ✓ to have better consultation, communication and cooperation among the various parts of the organization



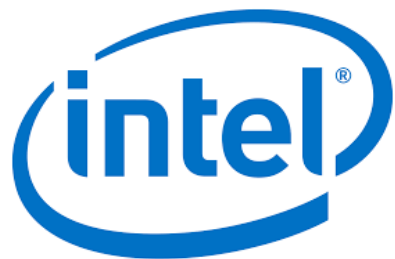
Developing and implementation

1. Gathering Information
2. Creating the Draft
3. Reviewing the Draft
4. Formally Adopting the Code
5. Introducing the Code
6. Enforcing the Code



Good and bad examples

Google



Walmart 



i'm lovin' it[®]



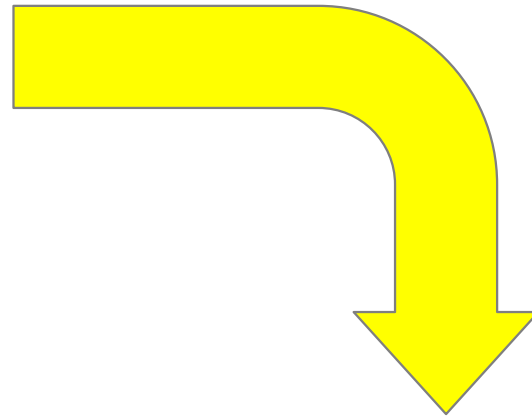
Nestlé

Sources

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THANK

YOU!



**For Your
Attention!**