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# Ethics Code/Code of Conduct as a tool of Corporate Responsibility of the Company

Corporate Responsibility in practice



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# Code of ethics



According to **L. T. Hosmer:**

- Ethical codes are statements of the norms and beliefs of an organization.
- These norms and beliefs are generally proposed, discussed, and defined by the senior executives in the firm and then published and distributed to all of the members.

# Code of conduct



- A formal statement that describes what an organization expects of its employees
- It's written document that may contain some inspiration statements but usually specifies acceptable or unacceptable types of behavior
- It tends to be developed without broad-based participation from stakeholders.

# Corporate Social Responsibility

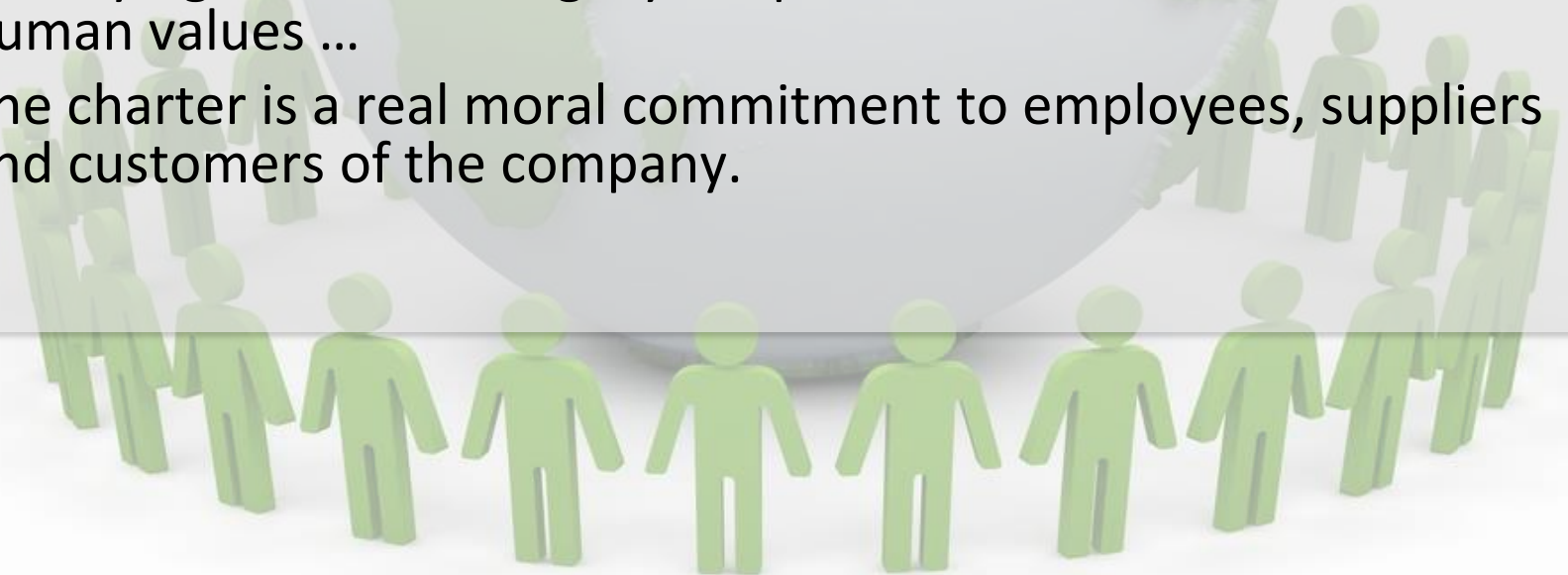


- The concept of CSR appeared in the 1950s
- CSR is about putting the principle of sustainable development into practice by companies.
- A company that practices CSR will therefore seek to have a positive impact on society, to respect the environment, while being economically viable.
- A balance that will build with the help of its stakeholders (employees, customers, suppliers, shareholders ...)



## II. What are the roles of code of ethics/conduct in the CSR

- Codes of ethics and codes of conduct are tools that enable the company to formalize and disseminate its ethical approach.
- The code of ethics or conduct is a real showcase for the company that publishes it because it allows organizations to assert their values internally but also to improve their image with the general public by :
- conveying values of integrity, respect of the environment of human values ...
- The charter is a real moral commitment to employees, suppliers and customers of the company.



### III. Example of French companies which have adopted a CSR approach

**L'ORÉAL**

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<b>14</b>	Fair competition	<b>36</b>	Environmental stewardship
<b>16</b>	Conflicts of interests	<b>37</b>	Contribution to the community
<b>18</b>	Gifts and entertainment	<b>38</b>	<b>THE MANAGER'S ROLE</b>
<b>19</b>	Bribery and facilitation payments		
<b>20</b>	Confidential information		





K E R I N G

- Our colleagues and staff :
  - Respect for humans rights and the law
  - Non-discrimination, diversity and equal opportunity
- Our customers and consumers :
  - Honesty, safety and quality
  - Protection of personal and confidential data
- The environment :
  - Measuring our impact beyond our own operations
- Civil society :
  - Dialogue with stakeholders about economic and social development
- Our shareholders and the financial markets :
  - Honest information
- Our business partners and our competitors :
  - No conflicts of interest
  - Fight against corruption

# Results


- The code of ethics/conduct is the ethical proof of the commitment of the companies for the CSR
- They are deals with the social, environmental and economic approaches, that are the basis of sustainable development



# References



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Thank you for your attention