

ETHICS AND REPUTATION SOCIETY OF TURKEY  
COMMUNICATION ON ENGAGEMENT



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## About Ethics and Reputation Society (TEİD)

The Ethics and Reputation Society (TEİD), established in 2010 with the collaboration of 22 companies, is a non-profit organization that aims to increase awareness towards business ethics and ensure that the business ethics culture is the keystone of the written culture of the entire companies in the Turkish Business World. TEİD has over 115 corporate members who manage 14% of the GDP in Turkey and have over 200.000 employees.

TEİD not only guides the companies to create their business ethics policies and principles, but also helps them adapt these values to their administrative and commercial functions.

In addition to the works done in Turkey, TEİD also has International Partnerships and Memberships;

- B20 Anti-Corruption Network Membership
- B20 Turkey Anti-Corruption Task Force and Working Group Membership
- Turkey Representative of the TRACE International
- Regional Representative of the Global Ethics Network
- European Business Ethics Network Membership
- Basel Institute on Governance Working Group Membership
- OECD Anti-Corruption Working Group and Regional Advisory Committee Membership

In a short amount of time after it was established, TEİD was accepted as a Global Compact Member; therefore, immediately upon establishment, TEİD started to consider the Global Compact Ten Principles in every action. In addition, TEİD motivated its members to adopt the Global Compact Ten Principles and consider these principles in their daily business life.

The most significant application to impose these principles upon its members, TEİD prepared the TEİD Cross-Sectoral Declaration of Ethics to be signed by each of its members in order to declare their commitment to the principles of TEİD and Global Compact. With this bond, they announce their responsibility to abide by these principles in every administrative and commercial activities they lead, as well as spreading these principles to their employees and shareholders.



To define TEİD's sphere of influence... the total annual income of our 120 members has exceeded 135 Billion US Dollars (%13 of Turkish GDP) and their total number of employees exceeded 200,000.

## TEİD's letter of Commitment

29.06.2010

H.E. Ban Ki-moon  
Secretary-General  
United Nations  
New York, NY 10017  
USA

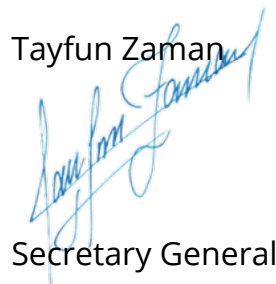
Dear Mr. Secretary-General,

I am pleased to confirm that Ethics and Reputation Society (TEİD) of Istanbul/Turkey supports the ten principles of the UN Global Compact with respect

With this commitment, we express our intent to advance these principles within our sphere of influence, and will make a clear statement of this commitment to our stakeholders and the general public.\*

We also pledge to take part in the activities of the UN Global Compact where appropriate and feasible – through, for instance, participation in Country/Local Networks; involvement in specialized initiatives and workstreams; engagement in partnership projects; and reviewing and providing commentary to participating companies on their Communications on Progress.

Tayfun Zaman



Secretary General

To disseminate the Principles of Global Compact, TEİD also works with other NGOs. [\*Customs Brokers Declaration of Ethics\*](#) is the first Collective Action in its field with the participants of the 250 Custom Brokers Association. The participants of this declaration also agree to abide by the TEİD'S and Global Compact's principles.

Customs Brokers has signed the "Customs Brokers Ethical Values Statement" on January 26th International Customs Day with the attendance of Customs and Commerce Minister, Hayati Yazıcı. In addition to the bureaucrats of Customs and Commerce Ministry, representatives of NGOs and moguls of business world were in attendance during the signing ceremony.

95% of the Turkey's foreign trade is carried out through customs brokers; therefore, as their role is significant for the Turkish Economy, any possibility of fraud or corruption may affect the all businesses directly in the Turkish market. With the help of this collaboration, these principles indirectly reach out to most of the importers and exporters in Turkey and increase the awareness towards corruption.



In addition to its commitment to the Global Compact Principles, TEİD is also one of the participants of "The Call to Action" which is an appeal by the private sector to governments to promote anti-corruption measures and to implement policies that will establish systems of good governance. "The Call to Action" urges governments to underscore anti-corruption and good governance as fundamental pillars of a sustainable and inclusive global economy.

## Global Compact Principles: Anti-Corruption

According to World Bank data, the money paid for bribery in the world each year is more than 1 billion dollars. It is a fact that the existent corruption in the world leads to a 20% increase in cost of business in developing countries' economies. Therefore, in order to ward off bribery, private sector and the state should work together as it is a common enemy.

As TEİD, we are aware of the importance of this situation for our country and for the world, and we are leading many national and international practices to stop corruption.

## B20 Anti Corruption Task Force

TEİD, was one of the B20 Anti-Corruption Task Force members in G20 Turkey Conference this year. TEİD, having taken a big part in work intended for Customs and SMEs, co-wrote "policy papers that include advices on the fight against corruption in the Customs and a specialized toolkit for SMEs".

These products that were within the B20 Anti-Corruption Task Force are the first products of World SME Forum established this year. Combating Corruption in Customs is also placed in the United Nations Global Compact A Practical Guide for Collective Action Against Corruption.





## International Ethics Summit



International Ethics Summit that has been held each year since 2011, has approached many issues such as business ethics, anti-corruption, ethical leadership and has hosted experts of these topics.

- 2011 Affect of the Ethical Management to the Corporate's Values
- 2012 Changes of Paradigm and Affects to the Ethics Management
- 2013 Affect of the Ethical Management to the Corporate's Values
- 2014 Ideals and Realities
- 2015 Understanding Today, Inspiring Tomorrow





## Turkish Integrity Center of Excellence – TICE



Turkish Integrity Center of Excellence (TICE) aims to level the playing field by inclusion of the private sector into combatting corruption.

Businesses seldom have appropriate expertise to implement internationally developed anti-corruption and good governance guidelines and standards. Assessment of improvement is hardly possible due to non-existing coherent data regarding socio-economic effects of corruption on leading sectors of the local economy.

Many companies have some sort of ethical standards but what they don't have is a compliance program to turn those standards into the very basis of their written corporate culture. Consequently business ethics remain a soft skill for the companies rather than a value and an asset to be measured, reported and effectively managed. Our vision in this project is to create a cultural change in the Turkish Private Sector and train compliance officers who will effectively manage integrity risks for their companies.

TICE is a platform that will impact the Turkish Business both nationally and internationally in increasing its compliance standards.



We do not only act as a point of reference for the private sector companies assisting them to implant the principles of business ethics but we also work closely with the legislator in the pursuit of a socio-economic environment where companies

act in compliance with those principles do not lose their competitiveness but gain advantages.

## Education, Trainings and Professional Certification

To produce and deliver courses and online training modules and runs “Compliance Officers Certification Programs” for the education and certification of relevant private sector professionals and produces tools for the use of compliance officers.

## Business Ethics Research and Application Center

Aside from these works, TEİD also realizes the importance of Academia. With the collaboration of Istanbul Bilgi University, TEİD has opened the “Business Ethics Research and Application Center”

last February. This center, which will start its studies in a near future, will include certificate programs as well as 2-year programs that will consist of topics of ethics and compliance program, ethical risk management, anti-corruption regulations.



## Communications and Publications

To create stakeholder engagement, strategize and execute the communications plan and do event management for higher visibility and effective communications.

### INbook



INbooks are complimentary books for our members and shareholder about business ethics, ethics and compliance management, anti-corruption etc. They are prepared in order to increase the awareness about these topics and as a contribution to Turkish literature.

Our first INbook is Dan Ariely's "The Honest Truth About Dishonesty: How we Lie to Everyone- Especially Ourselves)

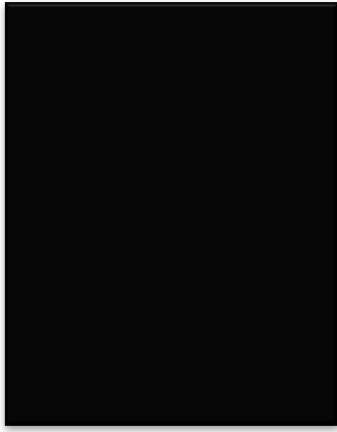
### INexlibris

INexlibris is an online library that includes all kind of researches, dilemmas, guides etc about ethics and compliance programme, anti-corruption, business ethics, corporate governance etc.

- Total : 3705 visitors
- More than 2300 resources

## INmagazine

INmagazine, is the first business ethics, compliance and integrity themed magazine, a quarterly published in Turkey.



## Advocacy

To facilitate collective actions, to create a point of leverage before the regulators, to affect regulatory change in combatting with corruption and effective management of integrity risks, to enhance the commitment of the private sector with a strong advocacy program and to become a point of reference for business ethics and compliance related matters.



## Annex- 1 Decleration of Ethics

*We, members of  
Ethics and Reputation Society of Turkey  
hereby represent and warrant to...*

*In all our operations; we will abide by all applied national regulations, in particular Constitution of Republic of Turkey, and all international agreements and regulations, to which Republic of Turkey is a party.*

\*\*\*

*Reliability, neutrality and independence are the main principles that guide us in all our business relations.*

\*\*\*

*We accept that protecting public interest is our primary responsibility all the while protecting the interest and legal rights of business owners and that we will conduct our businesses with this in mind.*

\*\*\*

*While using our professional knowledge and skills, we will be attentive to make decisions in accordance with our responsibilities such as efficient use of the nation's resources, environmental awareness.*

\*\*\*

*We will be particular with our declared statements and presented reports so that they are realistic and we will present the relevant information correctly, understandable and on time.*

\*\*\*

*We accept truthfulness and transparency as our primary principles in all our business processes and relations.*

\*\*\*

*We place great importance on information security. We will not share confidential commercial information of our clients and we will not tolerate them to be shared by our employees.*

\*\*\*

*We will make the utmost effort to make sure that business ethics become the building block of our written organizational culture.*

\*\*\*

*We will equip our managers and employees with awareness, rule and practices. We will prevent them from gaining personal benefits by using their current duties and we will inspect them on this.*

\*\*\*

*We will organize the representation activities (celebration, catering, and accommodation) as determined by our laws, our association charter and our ethics code. We will not allow our employees to receive gifts that will affect their neutral decision making and to present gifts with the same purpose.*

\*\*\*

*While we conduct our activities and businesses, we will treat all public institution, government entity, non-governmental organization and political party equally without any expectation of interest.*

\*\*\*

*In our operations, we will not cause fraud and we will not tolerate it.*

\*\*\*

*We will not cause unfair competition. We will make sure that fair competition and consumer's rights are protected and we will develop all our practices towards this goal.*

\*\*\*

*We will not employ unregistered workers. We will look out for health and security of employee and we will support fair employment.*

\*\*\*

*We will take part in activities to raise social union and awareness, we will act with the awareness of our social responsibilities and we will share this responsibility with our entire business environment.*

\*\*\*

*We will develop practices to expand all this business ethics, understanding and practices to our entire area of influence, including our business partners and our suppliers.*

\*\*\*

*We will avoid behaving in a way that damages our professional prestige.*

\*\*\*

*We will abide by the decisions taken by Business Ethics Committee.*

\*\*\*

*We declare and accept to not use our past title except for our professional title.*