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**PRESS RELEASE**

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***Investing in Integrity* Chartermark**

***“Trust me” is no longer sufficient; transparent and open approach is required to convince today’s public” says the Lord Mayor***



At a breakfast held today, 14 January, for the ***Investing in Integrity (IiI)*** Chartermark, the Lord Mayor, Alderman Alan Yarrow, will call for businesses to not only improve their culture, but reassure the public that they are trustworthy.

The Lord Mayor will say:

*“One of the direct results of the economic crisis was a loss of trust in the financial services sector. Since then the industry has spent a lot of time and effort trying to restore this and integrity has to be at the heart of that.*

*“Addressing these negative perceptions is an important step for these firms but it is not the be all and end all. Simply saying “trust us” or “trust me” is no longer sufficient, if indeed it ever was, and a more transparent and open approach is required to convince today’s sceptical public.”*

***Investing in Integrity (IiI)*** is a Chartermark, founded in 2012, which enables an organisation to reassure its key stakeholders that its business can demonstrate a commitment to address conduct and behaviour risk and act with integrity at all times. The strength of the ***IiI*** assessment framework is that it tests an organisation’s ethical conduct against its statements of values to ensure those values are properly embedded. It can help them identify whether or not the company is truly living up to its values, from the boardroom to the shop floor.

Two holders of the ***IiI*** Chartermark – Carillion plc and Supreme Group - will share their experiences of the assessment process at the Mansion House breakfast. The companies underwent an independent assessment, to see if they were living up to their commitment to operate to the highest standards of their ethical values. The process, carried out by ***Investing in Integrity*** assessment partner, GoodCorporation, involved site visits, staff interviews, employee surveys and a review of documentation.

Osama AlJayousi, Group Compliance Manager at Carillion plc said: ***“Investing in Integrity is a unique chartermark where it rigorously tests an organisation’s ethical standards through formal audit and assessment of the organisation’s own people and what they say about it. In***

*the course of the process some 35 senior people were interviewed, more than 4,500 responded to an online survey, including people at more than 20 of Carillion operational sites across the Globe. Carillion is proud of its achievement being the first company to achieve the Iil charter mark across the support services sector.”*

Emma Sharma, Chief Ethics & Compliance Officer at Supreme Group said: *“Supreme Group is committed to ensuring that we operate in line with the highest international standards of ethics and compliance. Our **Investing in Integrity** certification helps to demonstrate to our clients, employees and partners that our strategy around Ethics & Compliance is at the very heart of all that we do, every day. We are proud to be the only company operating in the logistics sector worldwide to have gained this certification.”*

Philippa Foster Back CBE, Director, Institute of Business Ethics said: *“Research by the IBE into the public’s attitude to business behaviour shows that the public are beginning to trust companies again, but it is a fragile trust, which needs evidence if it is to last. We are very proud of the investment which Iil companies have made in integrity – it shows a real commitment to ethical business practice.”*

Simon Culhane Chartered FCSI, Chief Executive, Chartered Institute for Securities & Investment said: *“Investing in Integrity is, I believe, very much in tune with the times and the needs of, not just the financial services industry but industry in general. Being able to publicly demonstrate a commitment to acting with integrity has never been more valuable.”*

To find out more about **Investing in Integrity** chartermark visit  
[www.investinginintegrity.org.uk](http://www.investinginintegrity.org.uk)

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**NOTES FOR EDITORS**

**Investing in Integrity (Iil)** is an initiative jointly developed by the Institute of Business Ethics (IBE) and the Chartered Institute for Securities & Investment (CISI). **More information from**  
[www.investinginintegrity.org.uk](http://www.investinginintegrity.org.uk)

**A summary of the Investing in Integrity accreditation process**

Subscribers to the Iil process, which is available for whole organisations or business units in any sector, public or private, carry out a comprehensive self-assessment of their ethical policies, procedures and practices. This is undertaken via an online submission, which

generates a response showing their actual score, compared with a benchmark including other subscribers. This is managed by IIL partner, GoodCorporation, recognised worldwide as one of the leading organisations working in the field of assessing corporate responsibility and business ethics.

Once subscribers have completed the management self-assessment, they are invited to request an independent assessment, which is carried out by GoodCorporation and is a requirement of full accreditation. The assessment involves site visits, management interviews, employee surveys and reviews of documentation. The aim of this exercise is to ensure that responses that the subscriber gave to the self-assessment questions in stage 1 of the assessment are supported in practice. This independent assessment must be undertaken within two years of completion of the self-assessment.

Full accreditation enables successful subscribers to display the ***Investing in Integrity*** chartermark for a period of three years, subject to an annual review process that requires the chartermark holder to affirm that there has been no material adverse change in their ethical policies, procedures and practices.

***Investing in Integrity*** retains the right at all times to remove or suspend the accreditation where the actions of an organisation demonstrate a failure to maintain its published standards.

**Institute of Business Ethics (IBE)** is a registered charity which promotes high standards of business practice based on ethical values. The IBE helps organisations to strengthen their ethics culture through the sharing of knowledge and good practice. [www.ibe.org.uk](http://www.ibe.org.uk)

**The Chartered Institute for Securities & Investment's (CISI)** mission is to help members attain, maintain and develop their knowledge and skills and to promote the highest standards of ethics and integrity in the securities and investment industry. Based in the City of London, the CISI is a global organisation with representative offices in financial centres such as Dublin, Singapore, Dubai, Mumbai and Colombo. The CISI works in close cooperation with regulators, firms and other professional bodies worldwide. [www.cisi.org](http://www.cisi.org)

**GoodCorporation** is recognised globally as a leader in the assessment of corporate responsibility and business ethics, with unparalleled experience of checking and measuring behaviour on the ground, identifying problem areas and finding practical solutions. It has conducted over 500 assignments in more than 60 countries, many in difficult and challenging environments. GoodCorporation works with organisations of all sizes from multinationals (including 17 FTSE 100 and 6 CAC40 companies) to SMEs. [www.goodcorporation.com](http://www.goodcorporation.com)