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**PRESS RELEASE**  
**15 March 2012**

**New Charter Mark scheme invites business from all sectors to undertake external assessment in the name of integrity and ethics**



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Organisations are being invited to join a new accreditation system which shows that their businesses have in place appropriate ethical policies, procedures and practices demonstrating a commitment to act with integrity at all times.

***Investing in Integrity (IiI)*** is a new initiative jointly developed by the Institute of Business Ethics (IBE) and the Chartered Institute for Securities & Investment (CISI), two leading non-profit bodies who promote high standards of ethics and integrity in business and finance.

Subscribers to the ***Investing in Integrity*** process, which is available for whole organisations or business units in any sector, will have to carry out a comprehensive on-line self-assessment of their ethical policies, procedures and practices.

Once this is completed, they are invited to request an independent assessment, which will be carried out by ***Investing in Integrity*** partner, GoodCorporation, a global leader in the audit of corporate responsibility and business ethics. This is a requirement of full accreditation and will involve site visits, staff interviews, an employee survey and reviews of documentation.

The aim of this exercise is to ensure that responses that the subscriber gave to the self-assessment questions are supported in practice, an indication that the business “practices what it preaches”.

Successful organisations will then be awarded the ***Investing in Integrity*** charter mark for five years, which they can display, subject to annual self certification that there has been no material change in the subscriber’s ethical policies, procedures and practices.

Balfour Beatty and IMI Group are the first companies to submit to the process. Ian Tyler, Chief Executive of Balfour Beatty said: “Increasingly, organisations that are determined to conduct business ethically are seeking ways of demonstrating that commitment to customers and other stakeholders and gaining better assurance that their partners and suppliers share that

commitment. This is true of both public and private sector organisations, which are increasingly aware of the legal and reputational damage that third parties can cause them, if they do not operate to the same ethical standards. We believe that *Investing in Integrity*, backed by the IBE's reputation in business ethics, can perform a valuable role in helping Balfour Beatty and other like-minded organisations to provide evidence of their commitment to act with integrity."

Martin Lamb, Chief Executive of IMI Group said: "Doing business the right way, the IMI way, is at the heart of everything we do and we have welcomed the *Investing in Integrity* initiative as an independent way of checking that we are living up to the high ethical standards we set ourselves right across our global organisation. "

Philippa Foster Back OBE, Director, Institute of Business Ethics said: "Companies which aim high in everything they do, know the benefits of working ethically. The IBE is asked how an organisation can demonstrate that their code of ethics, policies and procedures are embedded with their employees. With the development of *Investing in Integrity*, they can do this."

Simon Culhane Chartered FCSI, CISI CEO said: "The public has a distrustful attitude towards business and financial services and *Investing in Integrity* accreditation is intended to provide reassurance to the public that your business does have regard for matters which are important to your customers and the public, and that firms "practice what they preach".

Firms wishing to join the *Investing in Integrity* scheme should contact Andrew Hall, CISI on [Andrew.hall@cisi.org](mailto:Andrew.hall@cisi.org) or go to [investinginintegrity.org.uk](http://investinginintegrity.org.uk).

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**For further information on the Chartered Institute for Securities & Investment contact Lora Benson, Head of Media, London UK Tel: +44 20 7645 0662/+44 7801 521034 or [lora.benson@cisi.org](mailto:lora.benson@cisi.org) or on IBE contact [k.bradshaw@ibe.org.uk](mailto:k.bradshaw@ibe.org.uk)**

#### Notes for Editors

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

Subscribers to the **III** process, which is available for whole organisations or business units in any sector, public or private, will have to 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 will be managed by our partner, GoodCorporation, recognised worldwide as one of the leading organisations working in the field of corporate responsibility and business ethics.

Once subscribers have completed the self-assessment, they are invited to request an independent assessment, which will be carried out by GoodCorporation and is a requirement

of full accreditation. The assessment will involve site visits, staff interviews, an employee survey and reviews of documentation. The aim of this exercise is to ensure that responses that the subscriber gave to the self-assessment questions 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* charter mark for a period of five years, subject to an annual self-certification that there has been no material adverse change in the subscriber's ethical policies, procedures and practices.

*Investing in Integrity* retains the right to remove or suspend the accreditation where a company's actions demonstrate a failure to maintain its published standards.

More information from [www.investinginintegrity.org.uk](http://www.investinginintegrity.org.uk)

#### **Chartered Institute for Securities & Investment**

The CISI's 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. We work in close cooperation with regulators, firms and other professional bodies worldwide.

#### **Institute of Business Ethics**

The Institute of Business Ethics (IBE) is a non-profit professional organisation, which encourages high standards of business behaviour based on ethical values. They raise public awareness of the importance of doing business ethically, and collaborate with other UK and international organisations with interests and expertise in business ethics. [www.ibe.org.uk](http://www.ibe.org.uk)

#### **GoodCorporation**

GoodCorporation is recognised globally as a leader in the audit 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 400 assessments in more than 50 countries, many in difficult and challenging environments. GoodCorporation works with organisations of all sizes from multinationals (including 12 FTSE 100 companies) and SMEs.