

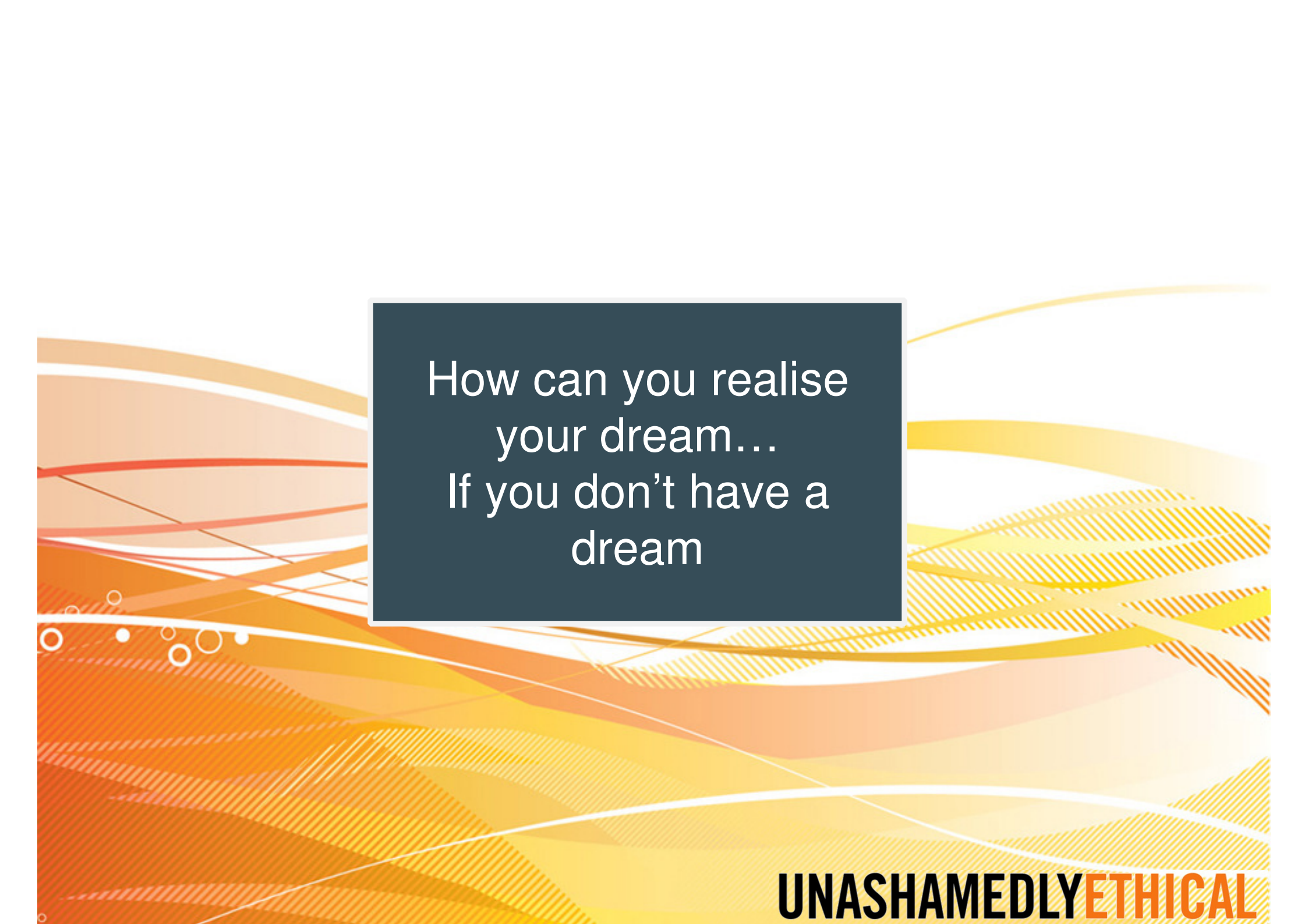


**UNASHAMEDLY ETHICAL**

**EUROPEAN ECONOMIC SUMMIT**

**SEPTEMBER 2014**

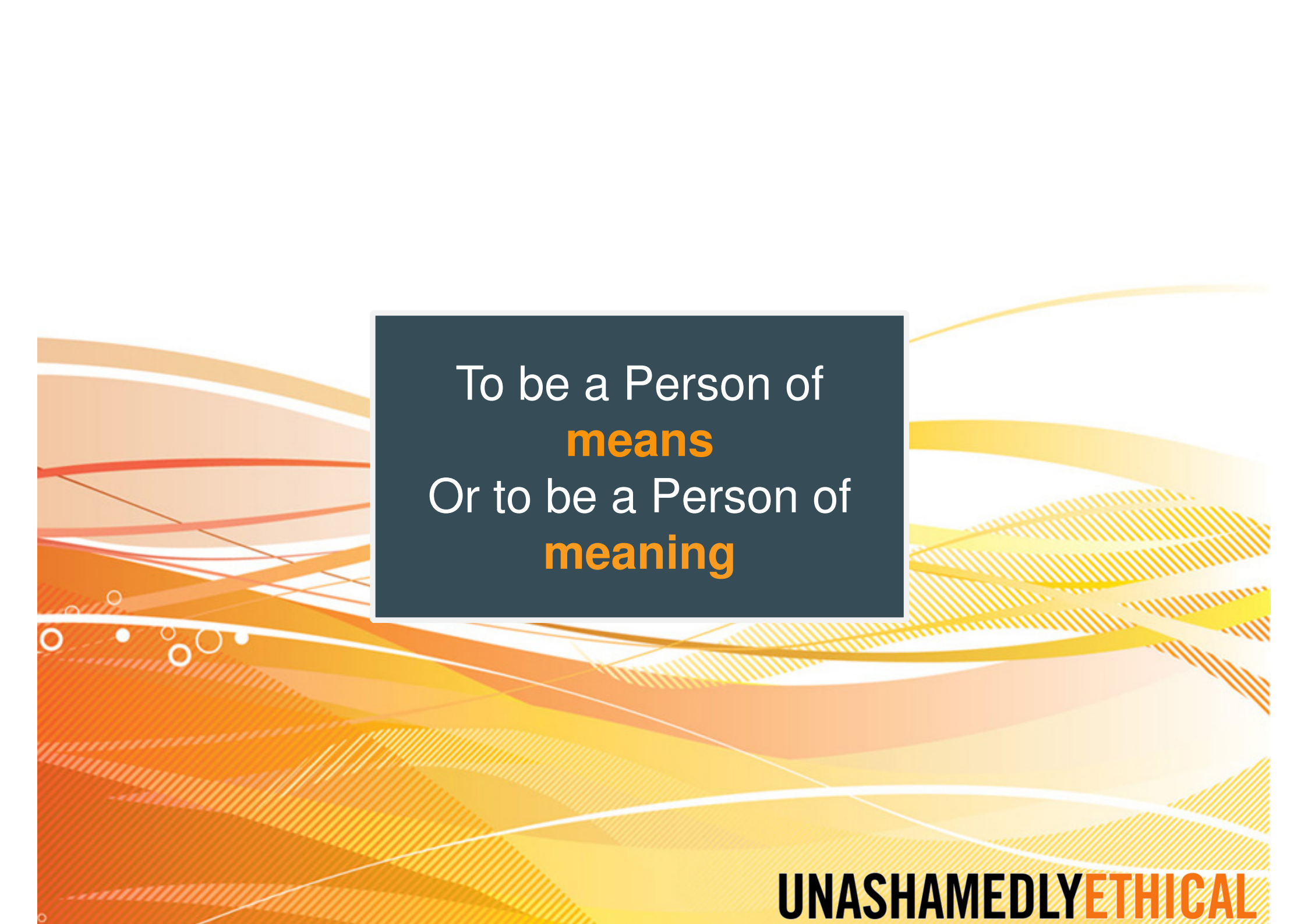
**GRAHAM POWER**



How can you realise  
your dream...  
If you don't have a  
dream


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To be a Person of  
**means**  
Or to be a Person of  
**meaning**

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Each year over US\$ 1 Trillion  
goes missing from the global  
economy through bribes,  
dishonest deals and tax  
evasion.

It's called corruption.  
**Corruption is more than bad  
business: it kills people**

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- A child **dies every 5 seconds** due to hunger related causes.<sup>1</sup>
- Half of the world's population lives on less than **\$2 per day**.<sup>2</sup>
- **1.6 billion people** have no access to clean drinking water.<sup>2</sup>
- Each day 29000 children die from **preventable diseases**.<sup>3</sup>

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- Providing malaria prevention to the developing world would only cost **\$4.2 billion**.<sup>1</sup>
- \$25 billion a year would be enough to give **life saving medical services** in low income countries.<sup>2</sup>
- The cost of **eradicating Global Poverty** is only 1% of Global Income.<sup>3</sup>



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# Listing the challenges:



## The Millennium Development goals

Eradicate extreme poverty and hunger

Achieve universal primary education

Promote gender equality and empower women

Reduce child mortality

Improve maternal health

Combat HIV/AIDS, Malaria and other diseases

Ensure environmental sustainability

Develop a global partnership for development

## Corruption part of public life, says watchdog

Transparency International, a Berlin-based nongovernmental organisation, said its global corruption barometer this year showed bribery was ***most prevalent in Africa***, where an average **36%** of those surveyed said they or a member of their families had paid a bribe in the past 12 months.

Latin America was next, with **17%** of those polled saying they had bribed someone recently.

In Russia and the former Soviet republics, the figure was **12%**.



## PROVERBS 11 : 1

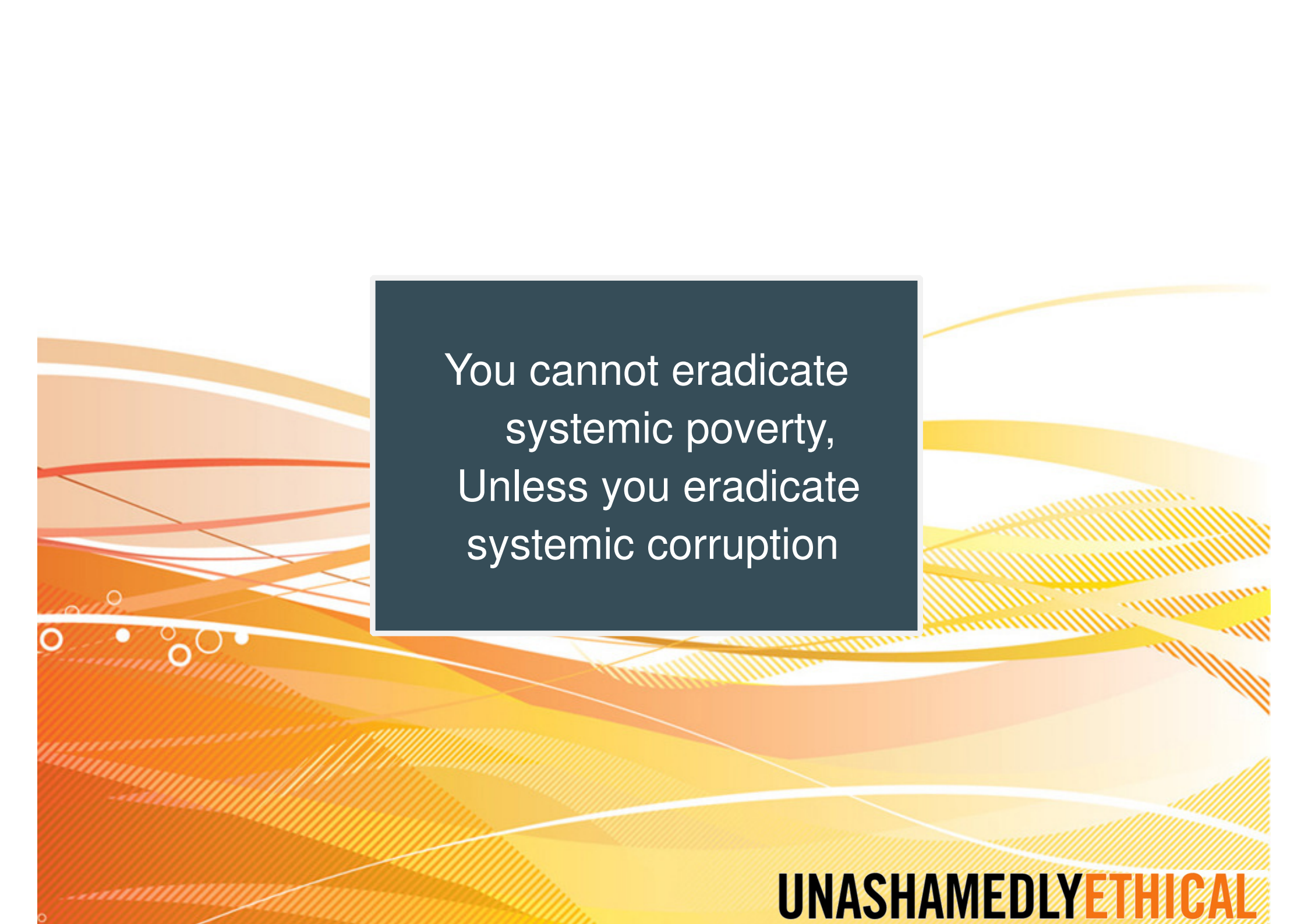
The Lord abhors dishonest  
scales,  
but accurate weights are His  
delight.

## **PROVERBS 20 :17**

Food gained by fraud  
tastes sweet to a man.

But he ends up with a mouth  
full of gravel.





You cannot eradicate  
systemic poverty,  
Unless you eradicate  
systemic corruption

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# The “Ethics Check” Questions

## Is it legal?

Will I be violating either civil law or company policy?

## Is it balanced?

Is it fair to all concerned in the short term as well as the long term?

Does it promote win-win relationships?

## How will it make me feel about myself?

Will it make me proud?

Would I feel good if my decision was published in the newspaper?

Would I feel good if my family knew about it?



The background features a complex, abstract design with flowing, wavy lines in various shades of orange, yellow, and red. These lines create a sense of movement and depth. In the center, there is a dark blue rectangular box with a thin white border. Inside this box, the word "video" is written in a simple, orange, sans-serif font. The overall aesthetic is modern and dynamic.

video

## INDIVIDUAL COMMITMENT FORM

### I Commit

1. To be entirely truthful in all I say.
2. To be faithful to my family relationships.
3. To do nothing out of selfish ambition or deceit, but to look out for the interests of others.
4. To refuse to elicit or pay any bribes and to encourage others to do the same.
5. To be a diligent leader without being harsh and striving to be just and fair.
6. To be a peacemaker.
7. To do my work wholeheartedly.
8. To submit myself to just and ethical governing authorities.
9. To remember the poor by investing generously and sacrificially in the broader community.
10. To collate with my peers to impact our community and nation.

## BUSINESS ORGANISATIONAL COMMITMENT FORM

As a business organisation we are committed to being UNASHAMEDLY ETHICAL

Accordingly, we commit:

1. To be honest in all our dealings.
2. To provide efficient, economic and effective products and services in an impartial manner.
3. To provide all stakeholders with timely, accessible and accurate information.
4. To refuse to elicit, accept or pay any bribes and to encourage others to do the same.
5. To negotiate all contracts with the utmost integrity.
6. To pay taxes and to honour all my creditors.
7. To pay reasonable salaries and wages.
8. To submit ourselves to just and ethical governing authorities.
9. To remember the poor by investing generously and sacrificially in the broader community.
10. To collaborate with our peers to impact our community and nation.

# UNASHAMEDLY ETHICAL

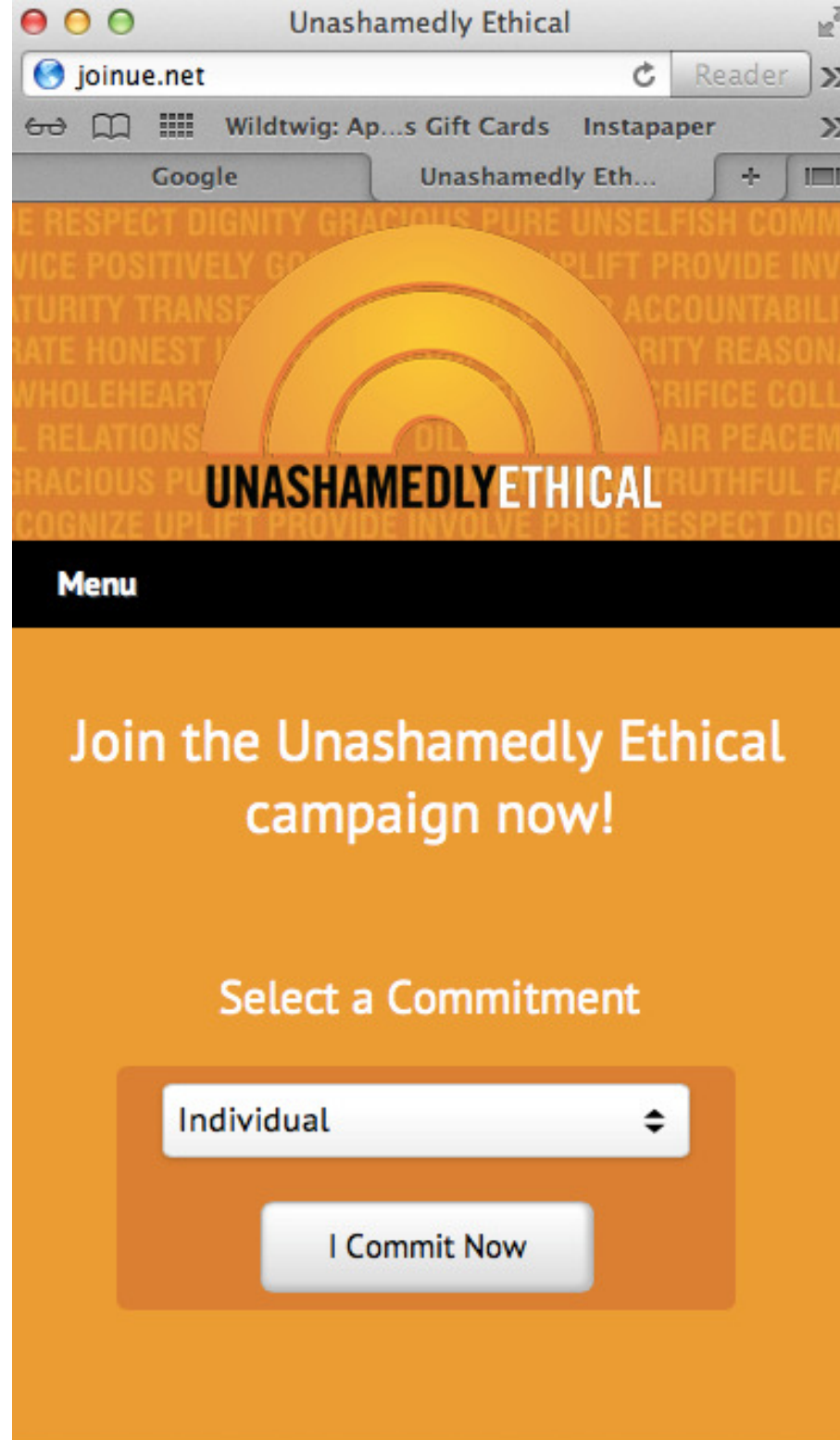




**You MUST choose...**

Ashamedly Unethical  
**or**  
Unashamedly Ethical

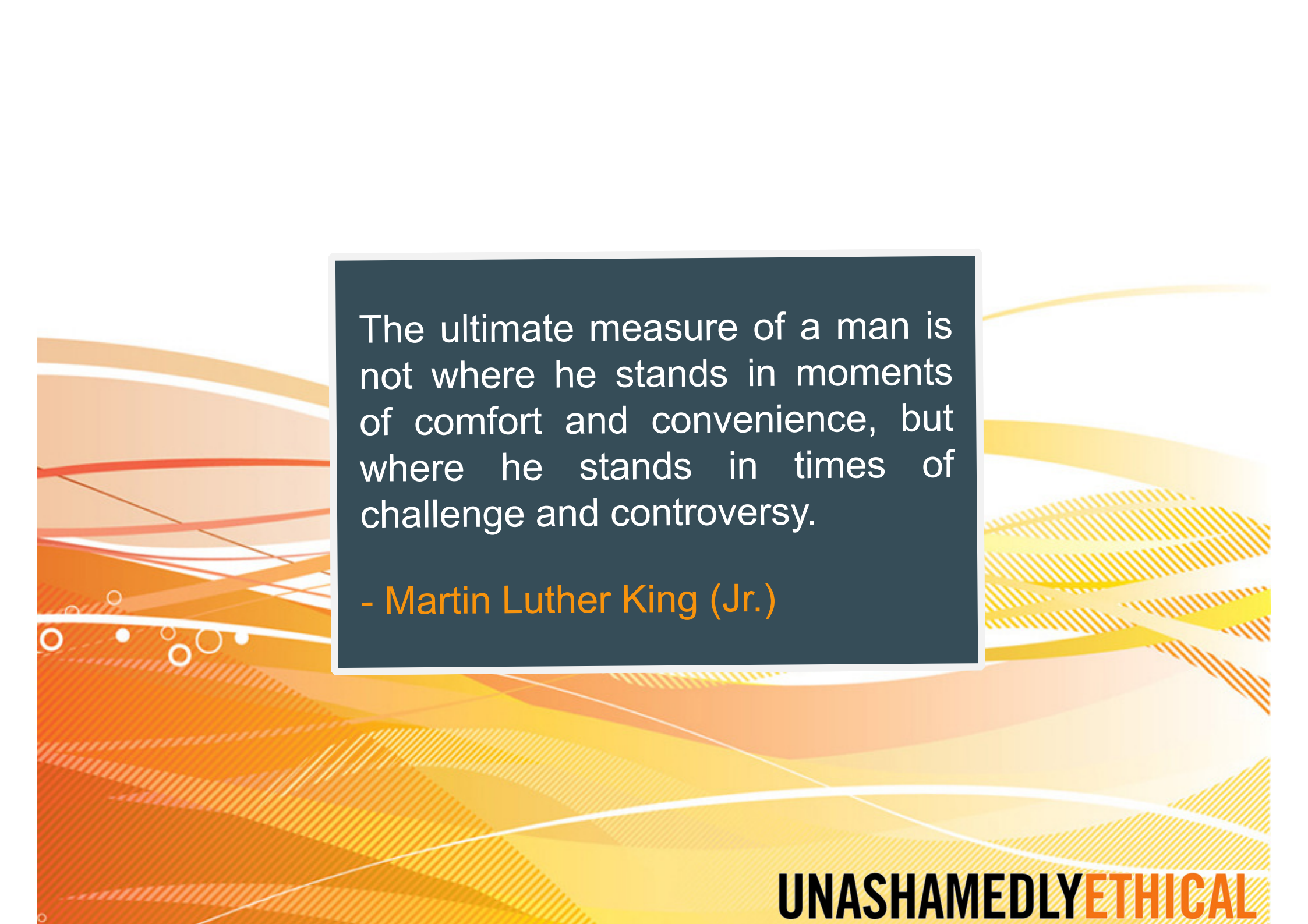
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The ultimate measure of a man is not where he stands in moments of comfort and convenience, but where he stands in times of challenge and controversy.

- Martin Luther King (Jr.)

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## 2 CHRONICLES 7:14

“If My people, who are called by My name, will humble themselves and pray and turn from their wicked ways, then will I hear from heaven and will forgive their sin and will heal their land.”

**Personnel** determine the potential of the organisation

**Relationships** determine the morale of the organisation

**Structure** determines the size of the organisation

**Vision** determines the direction of the organisation

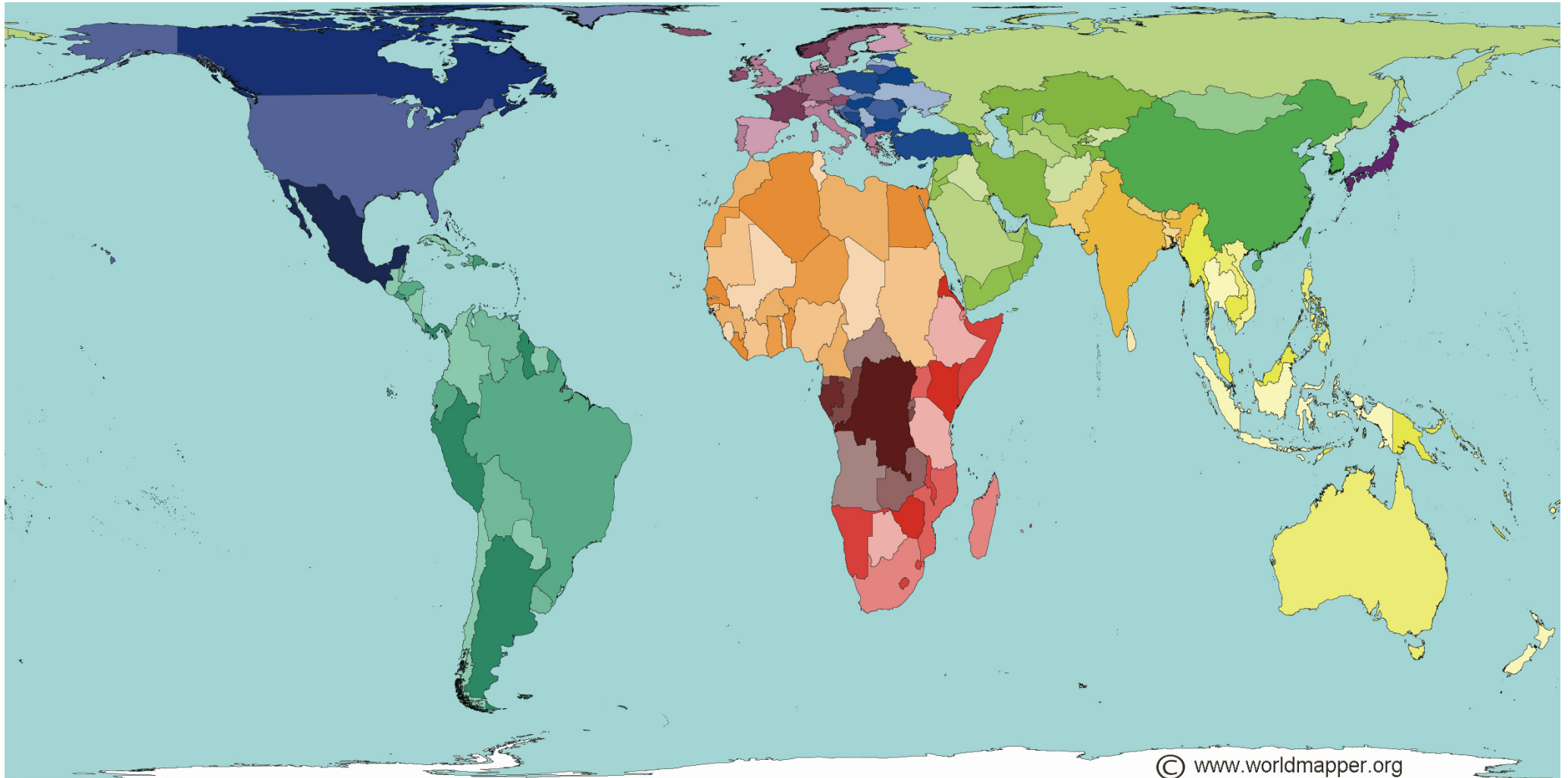
**Leadership** determines the success of the organisation

John C. Maxwell

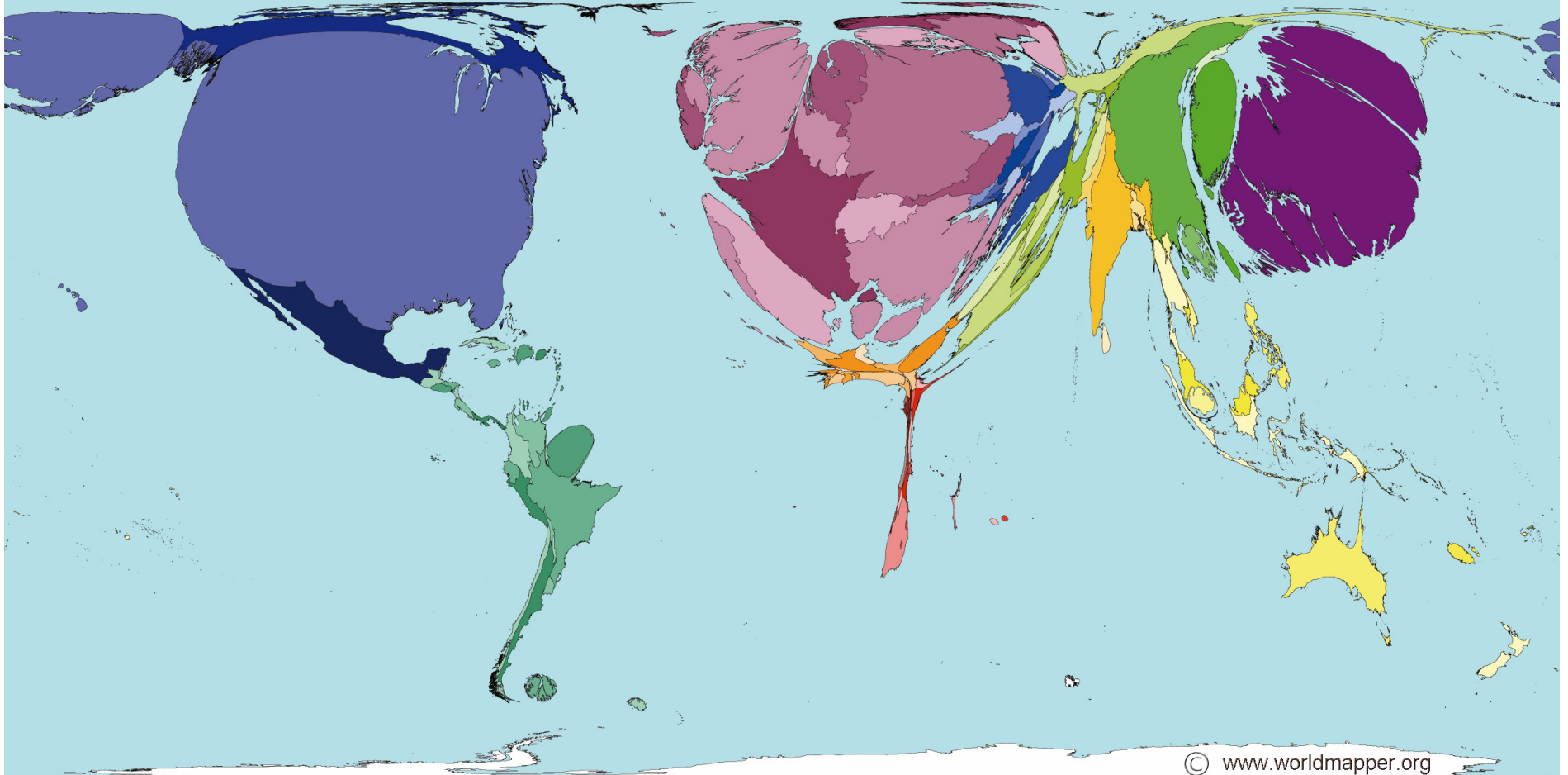
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# A map of the world (land area)

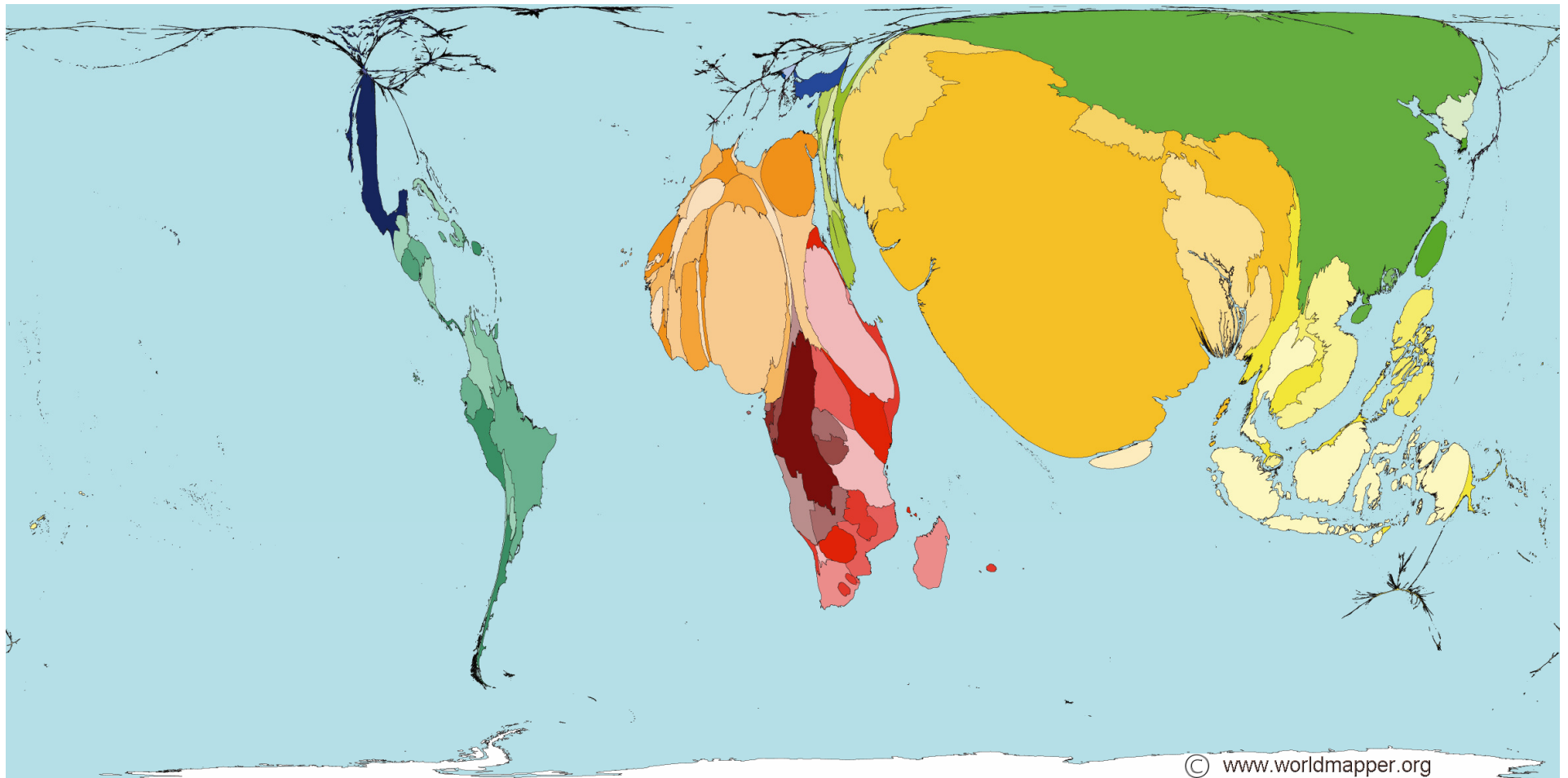


# The spread of wealth (a representational map)





# The most impoverished places in the world (a representational map)



## **Eradicating poverty; stabilising population**

### **Additional annual funding needed**

<b>Goal</b>	<b>\$bn</b>
Universal primary education	10
Eradication of adult illiteracy	4
School lunch programmes for 44 poorest countries	6
Assistance to pre-school children & pregnant women in 44 poorest countries	4
Reproductive health & family planning	17
Universal basic health care	33
Closing the condom gap	3
<b>TOTAL</b>	<b>77</b>

Brown, 2008

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## Restoring the Earth

### Additional annual funding needed

Activity	\$bn
Planting trees to reduce flooding & conserve soil	6
Planting trees to sequester carbon	20
Protecting topsoil on cropland	24
Restoring rangelands	9
Restoring fisheries	13
Protecting biological diversity	31
Stabilising water tables	10
<b>TOTAL</b>	<b>113</b>

Brown, 2008

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**Eradicating poverty;  
stabilising population**

**Restoring the Earth**

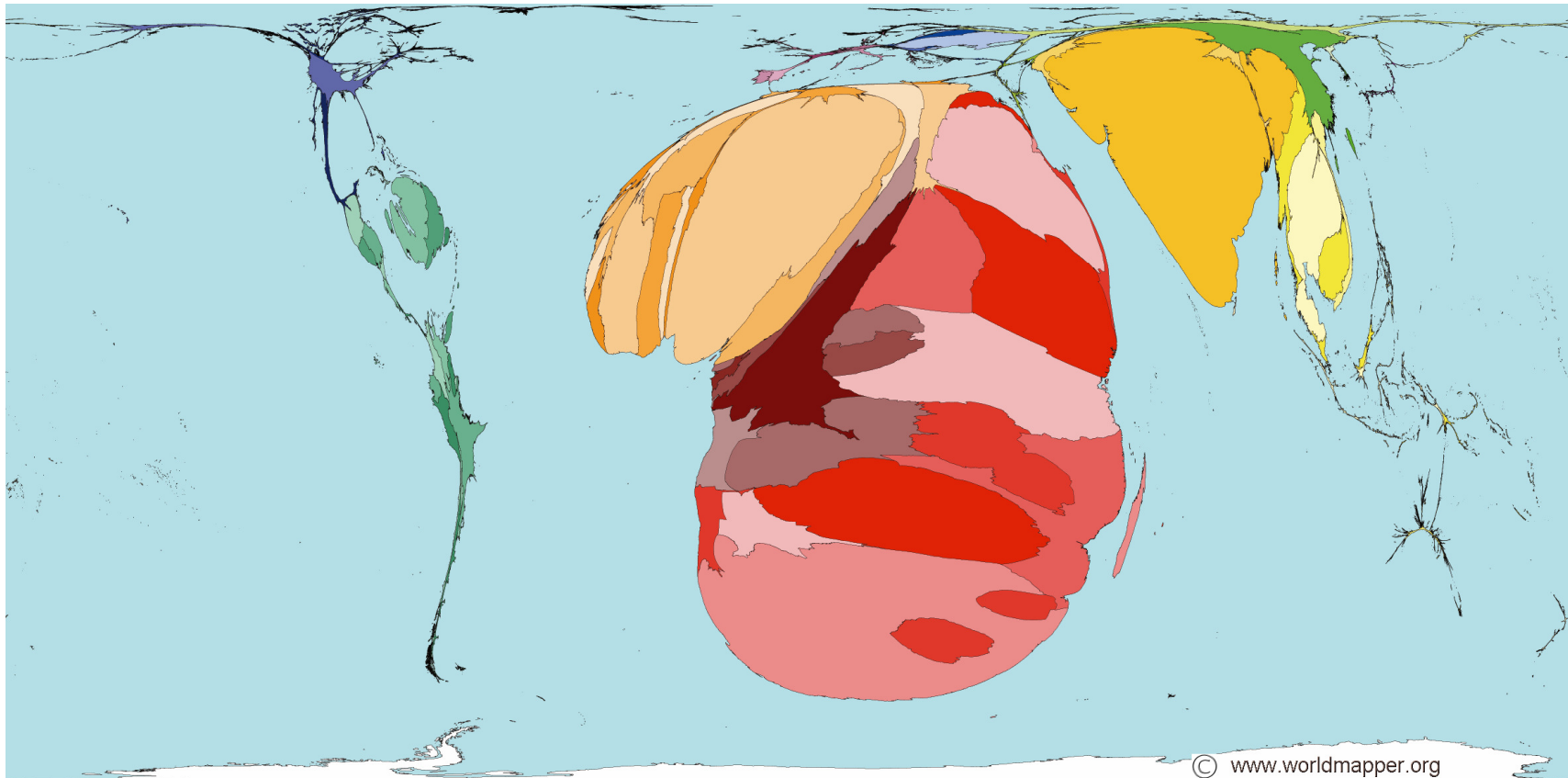
**Total annual budget =  
\$190bn**

**World military expenditure  
= \$1 235bn**

Brown, 2008

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# AIDS deaths in the world (a representational map)

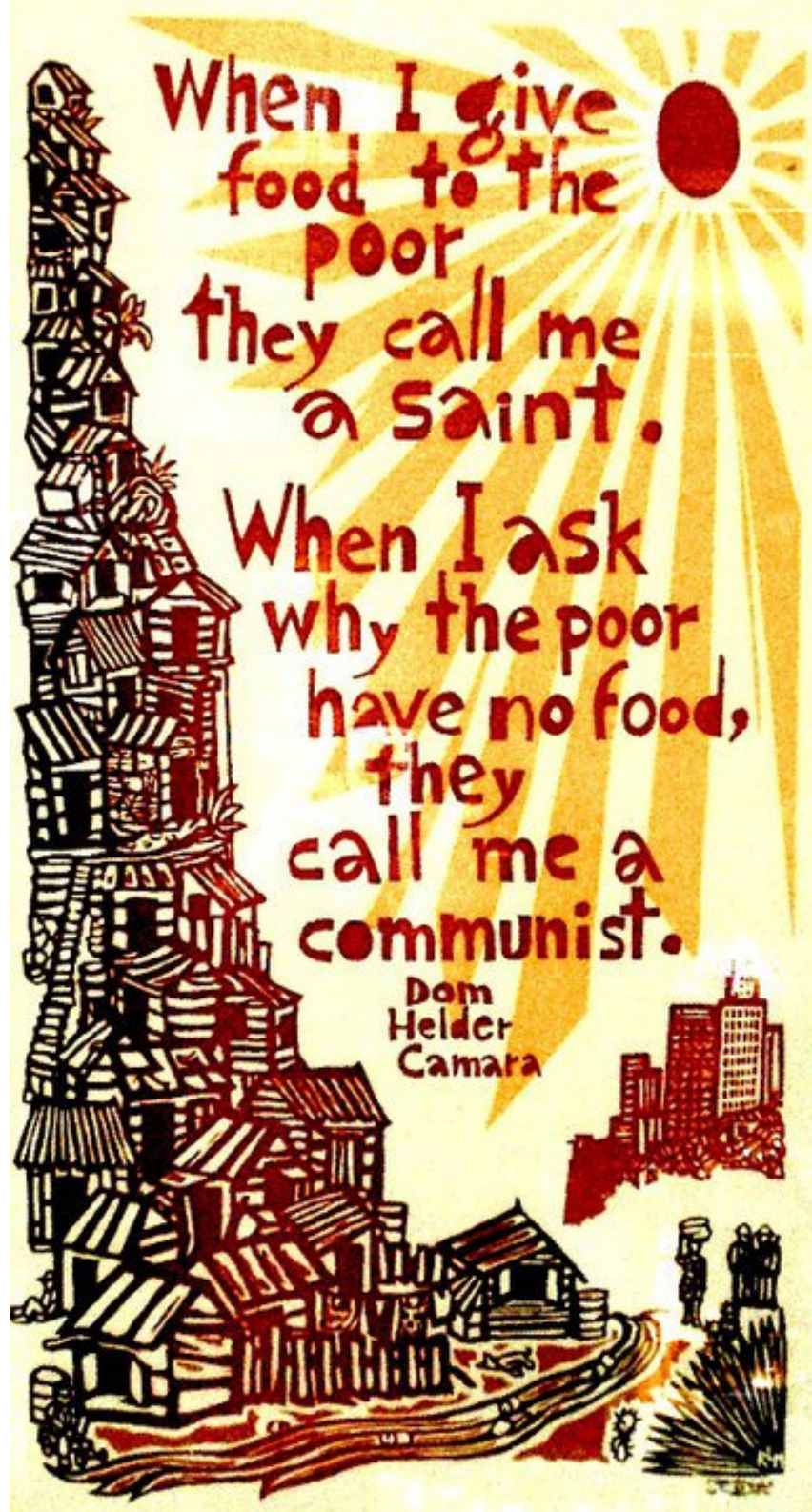




So, is there enough for all of us?

**Just 1%** of the world's GDP could end  
Global Poverty!


Yet, **US\$ 1 Trillion** goes missing!



“When I give food to the poor they call me a saint. When I ask why the poor have no food they call me a communist.”

Dom Helder  
Camara





**Learn to do good.  
Seek justice.  
Help the oppressed.  
Defend the cause of orphans.  
Fight for the rights of widows.  
(Isaiah 1.17)**



# Some Positive News:

Since 1990

- 2 billion people have been lifted out of abject poverty and the proportion of people living below that line **has been halved.**
- Child stunting from poor nutrition has **dropped from 40% to 27%** of all children.

## Since 1990

- An additional 110 million children are in school, **over 90% of all children** are now enrolled in primary education.
- In almost all countries **girls now have the same chance of completing school** as boys.

## Since 1990

- Child deaths have been cut by 37%.
- Maternal deaths have been cut by 47%.
- New infections from HIV, TB and Malaria are all dropping.

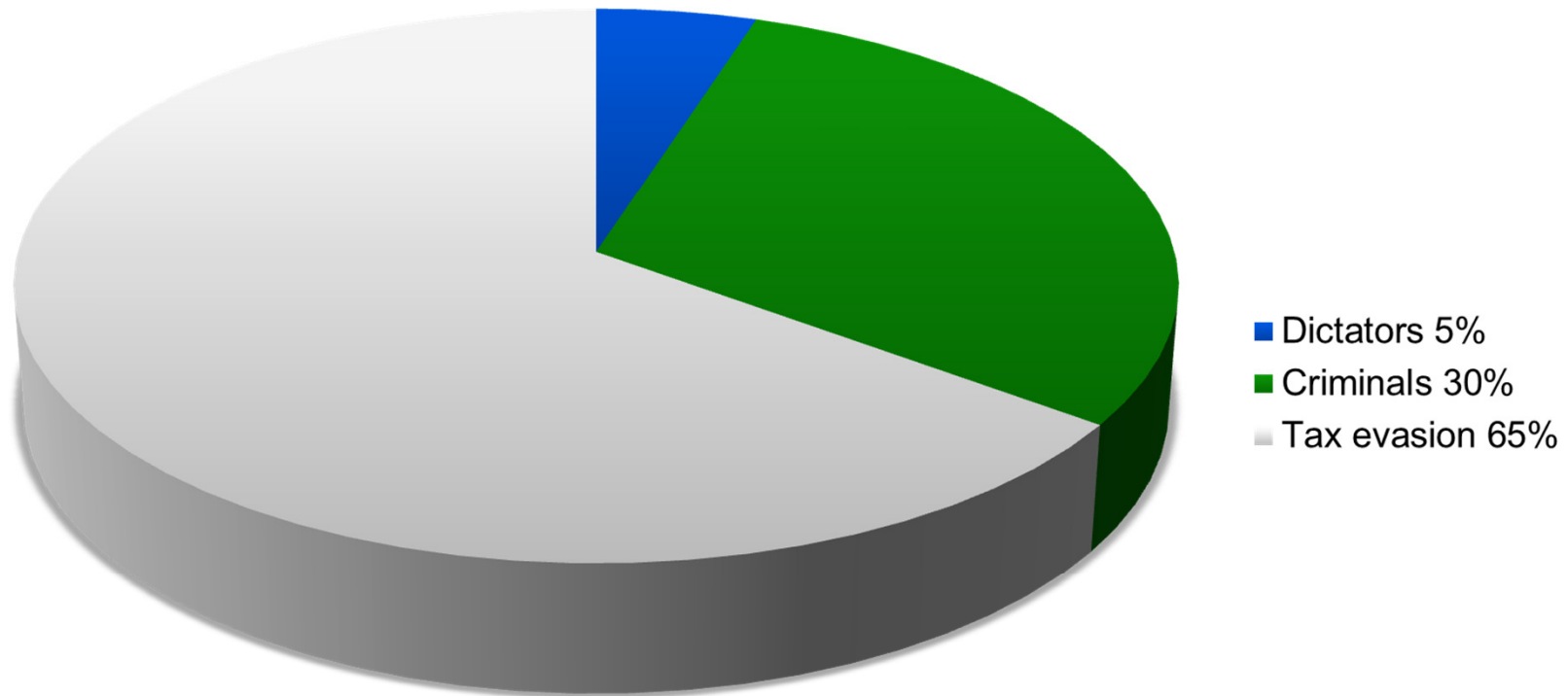


## Since 1990

- Access to an improved water source **has risen** from 76% to 89%
- Adequate sanitation **has risen** from 49% to 63%

# CORRUPTION:

Where does all **the money** go?



Score ranges between 10 (highly clean) and 0 (highly corrupt)

<b>Country</b>	<b>CPI 2013</b>	<b>CPI 2012</b>	<b>CPI 2011</b>	<b>CPI 2010</b>	<b>CPI 2009</b>
Denmark	9.1	9	9.4	9.3	9.3
Finland	8.9	9	9.4	9.2	8.9
Sweden	8.9	8.8	9.3	9.2	9.2
Norway	8.6	8.5	9.0	8.6	8.6
Netherlands	8.3	8.4	8.9	8.8	8.9
Switzerland	8.5	8.6	8.8	8.7	9
Luxembourg	8	8	8.5	8.5	8.2
Iceland	7.8	8.2	8.3	8.5	8.7
Germany	7.8	7.9	8.0	7.9	8
United Kingdom	7.6	7.4	7.8	7.6	7.7
Belgium	7.5	7.5	7.5	7.1	7.1
Ireland	7.2	6.9	7.5	8	8
France	7.1	7.1	7.0	6.8	6.9
Austria	6.9	6.9	7.8	7.9	7.9
Estonia	6.8	6.4	6.4	6.5	6.6
Cyprus	6.3	6.6	6.3	6.3	6.6
Portugal	6.2	6.3	6.1	6	5.8
Poland	6	5.8	5.5	5.3	5
Spain	5.9	6.5	6.2	6.1	6.1
Lithuania	5.7	5.4	4.8	5	4.9
Slovenia	5.7	6.1	5.9	6.4	6.6
Malta	5.6	5.7	5.6	5.6	5.2
Hungary	5.4	5.5	4.6	4.7	5.1
Latvia	5.3	4.9	4.2	4.3	4.5
Czech Republic	4.8	4.9	4.4	4.6	4.9
Slovakia	4.7	4.6	4.0	4.3	4.5
Italy	4.3	4.2	3.9	3.9	4.3
Romania	4.3	4.4	3.6	3.7	3.8
Bulgaria	4.1	4.1	3.3	3.6	3.8
Greece	4	3.6	3.4	3.5	3.8

# Transparency International

The Corruption Perceptions Index: the perceived levels of public sector corruption in the EU and Western Europe

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Score ranges between 10 (highly clean) and 0 (highly corrupt)

Country	CPI 2013	CPI 2012	CPI 2011	CPI 2010	CPI 2009
Turkey	5	4.9	4.2	4.4	4.4
Georgia	4.9	5.2	4.1	3.8	4.1
Croatia	4.8	4.6	4.0	4.1	4.1
Montenegro	4.4	4.1	4.0	3.7	3.9
FYR Macedonia	4.4	4.3	3.9	4.1	3.8
Serbia	4.2	3.9	3.3	3.5	3.5
Bosnia and Herzegovina	4.2	4.2	3.2	3.2	3.0
Albania	3.1	3.3	3.1	3.3	3.2
Kosovo	3.3	3.4	2.9	2.8	-
Moldova	3.5	3.6	2.9	2.9	3.3
Kazakhstan	2.6	2.8	2.7	2.9	2.7
Armenia	3.6	3.4	2.6	2.6	2.7
Azerbaijan	2.8	2.7	2.4	2.4	2.3
Belarus	2.9	3.1	2.4	2.5	2.4
Russia	2.8	2.8	2.4	2.1	2.2
Tajikistan	2.2	2.2	2.3	2.1	2.2
Ukraine	2.5	2.6	2.3	2.4	2.2
Kyrgyzstan	2.4	2.4	2.1	2.0	1.9
Turkmenistan	1.7	1.7	1.6	1.6	1.8
Uzbekistan	1.7	1.7	1.6	1.6	1.7

## Transparency International

The Corruption Perceptions  
Index: the perceived levels  
of public sector corruption  
in Eastern Europe

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Do a little bit of good wherever  
you are;  
its those little bits of good put  
together that overwhelm the  
world

- *Desmond Tutu*



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Ethics

Values


Clean Living

**JOIN US IN MAKING A STAND FOR  
VALUES, ETHICS AND CLEAN LIVING**



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[www.joinue.net](http://www.joinue.net)





No amount of success in  
Business  
can compensate for  
failure in the  
Family

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To do the **right thing**  
And  
To do it **right now**

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Thank You!