



World Without Corruption

**A Program Aimed at Advancing the 10th Principle
of the UN Global Compact from 2011-2015**

An Initiative of UN Global Compact Network Russia

The 10 Principles of the UN Global Compact

- Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights
- Principle 2: Businesses should make sure that they are not complicit in human rights abuses
- Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining
- Principle 4: Businesses should uphold the elimination of all forms of forced and compulsory labor
- Principle 5: Businesses should uphold the effective abolition of child labor and
- Principle 6: the elimination of discrimination in respect of employment and occupation
- Principle 7: Businesses should support a precautionary approach to environmental challenges
- Principle 8: undertake initiatives to promote greater environmental responsibility and
- Principle 9: encourage the development and diffusion of environmentally friendly technologies
- **Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery**



- Corruption is a **negative** form of social relations
- The globalization of markets turns corruption into **a threat** to sustainable economic development
- Practical mutual assistance and powerful massive support from social groups, various entities and officials is a basis for **countering** global corruption



“World Without Corruption” Program

- Move from making statements to the phase of **systemic practical work**
- Advancement of the UNGC 10th Principle in **2011-2015**
- “World Without Corruption” program **is supported** by UNGC Network Russia



Mission of “World Without Corruption”

Consolidation of practical efforts of all social elements interested in eradicating corruption on **the national and global** levels:

- Business communities
- Civil society institutions
- Mass media
- Academia
- Professional unions
- Authorities and self-government entities



Principles of “World Without Corruption”

Clarity

- Clear definition of the main directions of activity to gradually push out corruption from social relations

Positivity

- The Program is aimed at, first of all, supporting and rewarding any legal practical actions to reduce corruption

Attractiveness

- Practicality and usability of the Program for its participants not only in strategic and tactical terms but also as correlation between expenses and obtained results, increase in capitalization for companies

Flexibility

- The Program provides each participant with an opportunity to individually or in partnership realize local projects based on his choice and in line with his own capabilities and business interests

Openness

- The Program is open to any interested parties, including ones who have not joined UNGC. Program participants from various countries can jointly implement projects based on their interest



Objectives of “World Without Corruption”

1. **Sharing** best practices of ethical conduct in the business community that factor in national and industrial specificity; **fostering** public intolerance for corruption; and **introducing practical steps** for reducing it
2. **Improving** social legitimacy on the part of the business community; **assisting in** disseminating information to the public about the business community’s successes in the field of social responsibility; launching large-scale, dynamic global efforts aimed at sustainable development; and committing to high ethical standards, **consolidation of cooperation and trust** between business and society in various countries and on a global scale
3. **Strengthening** interaction and continuous cooperation among the UNGC networks and participating organizations; **establishing** effective business partnerships with public service agencies, civil society institutions, mass media, academia and other organizations in order to reduce corruption in certain countries and, globally, to achieve the main objectives of sustainable development, including the Millennium Development Goals
4. **Improving** interaction between the national Global Compact networks through development of new strategic and tangible initiatives, and supporting joint actions to promote and implement them, as well as broadening the UN Global Compact network by **raising the attractiveness** to participate in the Compact for companies active in national and global markets, as well as for non-profit and academic entities, enlarging UN Global Compact network



4 Main Areas of Activity

AREA 1

Dissemination and promotion of effective practices to counter corruption

AREA 2

Fostering public intolerance for corruption throughout the globe and advocating collective action for its reduction

AREA 3

Strengthening of collaboration and trust between business and society in the sphere of fighting corruption

AREA 4

Consolidation of GC local networks, civil society institutions, professional entities and mass media interaction in pursuit of reducing corruption in various countries and worldwide



Dissemination and Promotion of Effective Anti-Corruption Best Practices



- Setting up tangible exchange of anti-corruption practices and toolsets on the national and global levels

- Preparation and dissemination of analytical reports that let any company (with expert and NGOs or individually) assess expected practical impact of various anti-corruption solutions in specific conditions and make individual adjustments which are most optimal for the company



Fostering Public Intolerance for Corruption and Advocating Collective Action



Assistance in collection, systematization and translation of materials into various languages; publication and dissemination of information through the media about the UNGC network participants' successful initiatives in the sphere of corruption counterwork, showcasing their practical capability to continuously tackle this global challenge



Assistance with all forms of social advertising for ethical conduct (taking into account national, cultural, religious, social and other differences of the target audience), demonstrating not only corruption's malignancy but also a real possibility to overcome it



Fostering Public Intolerance for Corruption and Advocating Collective Action



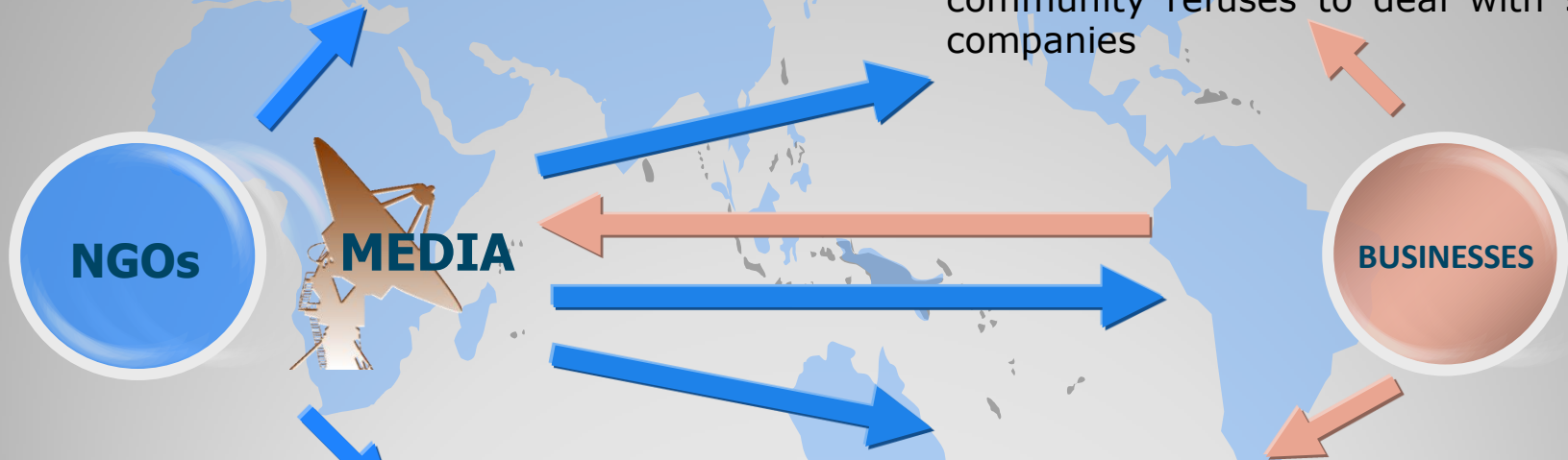
- Contribution to raising awareness for the causes and conditions of corruption's origins and assistance for legal education of the population, including the application of legitimate ways to fight corruption; and active support and encouragement for the development, distribution and implementation of specialized educational programs for various ages, professions, national and cultural, religious and other social groups, and publication of training manuals in different languages
- Support for manifestations of global solidarity for individuals who justifiably expose corruption to the public, and, if appropriate, provision of legal protection against their unjust prosecution
- Support for voluntary consumer refusal to use the products and services of companies that do not seek to abandon corrupt ways of doing business



Strengthening Collaboration and Trust Between Business and Society in Fighting Corruption

- Assistance in increasing the population's awareness of business and civil society's united interest in overcoming corruption

- Assistance in exerting social pressure on companies that are unwilling to cease corrupt conduct, to the degree that the rest of the business community refuses to deal with such companies



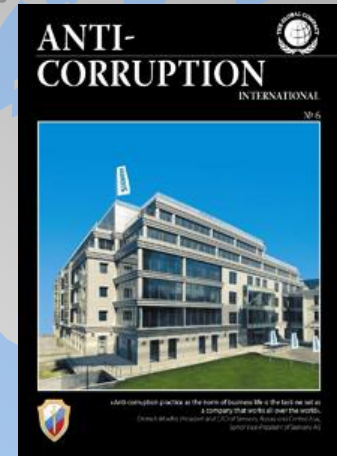
- Encouragement of the business community and individual companies' involvement in funding civil society initiatives and projects aimed at countering and reducing corruption levels in various countries

- Assistance for public entities, civil society institutions, expert and other professional communities' activities aimed at reducing the causes of corruption in local and national legislation, including the business regulation field



Consolidation of Efforts in Reducing Corruption Worldwide

- Support for the establishment of specialized periodicals devoted to issues of fighting both national and global manifestations of corruption; of working groups for discussion of various approaches, practices and initiatives aimed at eliminating national and global scale corruption; of development of coordinated policy for diminishing corruption worldwide by Global Compact participants and UNGC partner organizations, participants of other anti-corruption treaties, national and global non-profit entities, as well as state authorities
- Support for attracting a broader audience for anti-corruption publications; for their distribution in different countries in all the official languages of the UN, and additional languages of the European Union
- Assistance with the creation and distribution of electronic versions of the periodicals in freely accessible segments of the internet



- Promotion of national and international tailor-made television programs devoted to countering corruption; support for national and global media company initiatives for free-of-charge placement of video materials as public service announcements, as well as their placement in freely accessible segments of the internet



Consolidation of Efforts in Reducing Corruption Worldwide

- Assistance in researching and analyzing national and international public opinion regarding corruption, and developing a strategy to combat corruption through means such as:
 - ✓ Raising the population's awareness to any kind of corrupt practices
 - ✓ Utilizing the global mass media to disseminate information about the importance and common interests embedded in the Global Compact Universal Principles, highlighting Principle 10
 - ✓ Identifying the factors that perpetuate negative attitudes about the impossibility and uselessness to fight corruption and developing ways to overcome such attitudes in all sectors of the population
- Assistance for conducting preliminary sociological assessments before launching campaigns for the various initiatives of Global Compact participants; and for conducting evaluations of the effectiveness of measures used to stimulate interest in Global Compact Universal Principles, namely Principle 10, among target groups



Consolidation of Efforts in Reducing Corruption Worldwide

- Assistance for raising awareness and educating the population, not only for identifying signs of corruption and its legal consequences, but for increasing knowledge about the positive activities of the business community, civil society institutions, and state authorities, aimed at reducing corruption, and examples of successful opposition to corruption
- Assistance with the arrangement, implementation, and broad coverage of national and international contests for journalists and other mass media employees, whose publications and materials address the fight against corruption. Encouragement of companies that give financial support to award funds for such contests
- Assistance with the arrangement, implementation, and broad coverage of national and international “Business Against Corruption” contests in order to encourage companies that contribute the most to the promotion of Global Compact Principle 10



A light blue world map is centered in the background of the slide, showing the continents of North America, South America, Europe, Africa, Asia, and Australia.

**“World Without
Corruption”
Program**

PLEASE JOIN US!

