

Business Integrity Hub Communications Toolkit 2019

Produced by the Business Integrity Hub
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Summary

What is the Business Integrity Hub?

- The UK government contact point for practical support for companies to help prevent bribery, corruption and human rights issues when doing business in emerging markets.

Who is it for?

- Businesses, in particular small and medium-sized enterprises (SMEs), looking to export to, import from or invest in emerging markets and fast-growing developing economies.

What services does it offer?

- Free online [guidance](#) on integrity considerations for exporters.
- For SMEs: affordable support from an expert to help your business get started on your journey of managing integrity risks when doing business in Africa or Asia ([apply here](#)).
- Market-specific and sector-specific guidance for Pakistan, Kenya and Mexico ([coming soon](#)).

Why do business with integrity?

- Doing business with integrity means applying ethical principles to business practices, with a focus on the prevention of bribery and human rights issues.
- The costs of bribery outweigh the benefits in the long run. Bribes average 10.9% of the value of a given transaction and a staggering 34.5% of profits ([OECD, 2014:8](#)).
- As well as reducing the risks of penalties and prosecution, evidence shows that doing business with integrity leads to more sustainable commercial success ([U4 Anti-corruption Resource Centre, 2018](#)).

Get in touch: bih@dfid.gov.uk

Visit: <https://www.great.gov.uk/advice/manage-legal-and-ethical-compliance/helping-companies-do-business-with-integrity/>

Key narrative/messaging

Why do business with integrity?

- If your business is capitalising on exciting opportunities in emerging markets, you know you need to be prepared for the risks – particularly exposure to bribery and corruption, and human rights issues in supply chains.
- Your customers and suppliers - including your bank for example - increasingly expect you to have in place robust business integrity policies and practices to mitigate bribery, corruption and human rights risks.

How you can benefit

- Large company or small, putting in place integrity policies and practices generates important business benefits, including enhanced reputation and trust, stronger and more sustainable commercial relationships, more motivated employees and reduced costs impacting the bottom line.

Take steps and get support

- There's plenty of help available through the Business Integrity Hub, including [free online guidance](#) for exporters, access to [match-funded support](#) from a consultant based on eligibility criteria, and more.
- Don't wait for an integrity issue to arise. Get practical guidance from as little as £300/day on how to protect your business from bribery and corruption: apply [here](#).
- When considering the risks in your markets, ensure anti-corruption and human rights policies and practices are embedded in your culture, operations and supply chains, and incentivise doing business with integrity among employees.
- Talk to your customers and suppliers about their approaches and expectations.

Supporting narrative

Why is this important to me?

- Doing business with integrity is essential for all companies, everywhere, but especially so in promising emerging markets, where the risks and exposure are greater, particularly for SMEs, who may lack the resources and know-how to manage them.
- Doing business with integrity means ensuring compliance with the UK Bribery Act and insisting local partners, agents and distributors adhere to the same high standards. It also means being vigilant for modern slavery and other human rights abuses, both in operations and supply chains, in line with the UK Modern Slavery Act.
- Demonstrating business integrity policies (e.g.: code of ethics, ABC policy and Modern Slavery policy) to minimise the risks is becoming standard business operating practice and essential for building the trust that underpins successful long-term commercial relationships with suppliers and customers.
- Large or small, more and more companies are adopting and implementing business integrity policies and practices.
- This trend is only going to accelerate as companies seek out commercial partners who share and demonstrate the same values and commitment to integrity.
- It's going to get much harder to work with your customers and suppliers if you don't.

How can I benefit?

- Doing business with integrity is a growing source of comparative advantage for companies and the business case for investing in integrity policies and practices has never been stronger.
- Demonstrating business integrity will make it easier for you to access the supply chains of larger companies and to be shortlisted for tender opportunities.
- Having a reputation for integrity will enable you to build relationships of trust with your customers and suppliers.
- As a values-driven business, you will have more motivated and loyal employees.
- You avoid an on-going, uncontrolled cost to your business that hits margins and profits over the long-term. Paying facilitation payments or inducements to middle men becomes a long-term tax on your business.
- And you reduce the risk of breaking the law and getting prosecuted.

What do I need to do?

You will know your business and how to operate. When moving into riskier markets, some of the following may be obvious first and next steps:

- If you haven't yet developed a business integrity policy, you can start by putting a few basics in place. Talk to your customers and suppliers about their approaches and expectations.
- If you get it right from the start, you stand a much stronger chance of mitigating the risks.
- Start by articulating the values that guide your business conduct and develop policies that reflect the requirements of the UK Bribery Act, including gifts, hospitality and facilitation payments. Make it clear you don't pay facilitation payments or inducements to middle men for example. Establish a whistle blowing mechanism to help identify any integrity issues. You can find a wide range of guidance [here](#).
- Operating in emerging markets can be tough. There is plenty of help on hand – for example the UK Government's [Business Integrity Hub](#) provides a range of integrity information and support to small and medium-sized businesses.
- And if you're a large company with integrity policies already in place, work with your supply chain partners and invest in training. Your customers want to see evidence of doing business with integrity – not just box ticking.

Reasons to believe / proof points

Why is this important to me?	How can I benefit?	What do I need to do?
<p>According to a recent Business Fights Poverty survey of 49 UK SMEs:</p> <ul style="list-style-type: none"> • Bribery and corruption most cited challenge for SMEs doing business in emerging markets. • 76% of UK SMEs expect the ability to demonstrate strong ABC policies and practices will become increasingly important to their business over the next 5 years. • 74% of respondents think that customers will be the biggest drivers of this trend. • 71% of UK SMEs have integrity policies in place. <p>Also, according to the 10th Annual BSR/GlobeScan ‘The State of Sustainable Business 2018’ survey: Ethics and integrity are now number 1 on the list of priorities for member companies.</p>	<p>According to a recent Business Fights Poverty survey of 49 UK SMEs:</p> <ul style="list-style-type: none"> • 86% of UK SMEs cite doing business with integrity as important or very important to commercial success. • 54% of UK SMEs say that being able to show strong ABC track record has created commercial benefit. • Top 3 incentives for doing business with integrity: Enhanced reputation (61%), retain staff and culture (32%), reduce cost of doing business (25%). <p>Also, research proof points, e.g.: Companies with robust anti-corruption programmes experience up to 50% fewer incidents of corruption than those firms without an adequate infrastructure (PwC 2007: 33).</p>	<p>According to a recent Business Fights Poverty survey of 49 UK SMEs:</p> <ul style="list-style-type: none"> • 72% do staff training on doing business with integrity. • But only 37% of companies with integrity policies regularly evaluate policy implementation.

How you can support

We're not asking you to do too much. Here are 5 ways you can show your support:

1. Promote key messages and call to action, driving audiences to <https://www.great.gov.uk/advice/manage-legal-and-ethical-compliance/helping-companies-do-business-with-integrity/> (see sample social media posts).
2. Share success stories of how exporters manage integrity risks <https://businessfightspoverty.org/>.
3. Retweet any social media content from the Department for International Development (DfID) [@DFID_UK](#) and Department for International Trade (DIT) [@tradegovuk](#).
4. Email your own company contacts and ask them to help raise awareness of the case for doing business with integrity and the support available.
5. Use the email signature below until the end of February 2019 (the logo should only be used by government staff):

Doing business with integrity is good for business.

Access practical support for companies to help prevent bribery and corruption when doing business in emerging markets [here](#).

#BusinessIntegrity



Sample social media posts

- Managing business integrity challenges overseas can be tough – but support is available, learn more <http://bit.ly/2sUqnw8> #BusinessIntegrity
- Are you looking for business guidance on how to mitigate corruption risks overseas? Learn more <http://bit.ly/2sUqnw8> #BusinessIntegrity
- Protecting your business from bribery and corruption could be the best investment you make – find out how <http://bit.ly/2sUqnw8> #BusinessIntegrity
- Doing business with integrity is good for business <http://bit.ly/2sUqnw8> #BusinessIntegrity
- New guidance available for SMEs to reduce corruption risks overseas <http://bit.ly/2sUqnw8> #BusinessIntegrity
- Are you an SME and want expert guidance on managing bribery and corruption risks overseas? Learn more <http://bit.ly/2sUqnw8> #BusinessIntegrity
- Find out how doing business with integrity can strengthen your relationship with customers and suppliers <http://bit.ly/2sUqnw8> #BusinessIntegrity
- SMEs can now access anti-bribery and anti-corruption guidance through the Business Integrity Hub <http://bit.ly/2sUqnw8> BusinessIntegrity

Contact the Business Integrity Hub

The UK government encourages businesses operating in emerging markets to prepare for bribery and corruption risks, as well as potential human rights abuses. The Department for International Development has launched the Business Integrity Hub to help businesses do this.

Department for International Development (DfID)

Email: bih@dfid.gov.uk

Visit: <https://www.great.gov.uk/advice/manage-legal-and-ethical-compliance/helping-companies-do-business-with-integrity/>

**Please send us a copy of any communications in support of this campaign.*