

6th Regional Integrity Week – Alliance for Integrity

Transversalizando la Integridad Empresarial: ¿Por qué hacerlo? Diálogo Regional y Lanzamiento de Productos con Perspectiva de Género

#IntegridadyODS #

8:00 – 10:00

Summary

- Inauguration session, with an opening message from Susanne Friederich, Alliance for Integrity Director, Mauricio López, Director of Pacto Global Red Colombia, Beatriz Londoño, Secretary of Transparency of the Presidency of Colombia, and Peter Ptassek, Ambassador of Germany in Colombia.
- Launch and presentation of the three products of integrity with gender perspective of the Binational Working Team of Gender and Integrity of Mexico and Colombia. Being these the Compliance Guide with Gender Perspective, Infographic of Gender and Corruption, and the Workshop on Ethic Negotiation for women entrepreneurs. Participating Carolina Hernández from Pacto Global Red Colombia, Erika Diaz from Covestro and Mónica Vargas from Lemaitre as Subgroup leaders of the Binational Working Team.
- Finally, there was a regional exchange panel on the transversalisation of business integrity with the Sustainable Development Goals (SDGs), especially on Goal 5 on gender equality and Goal 16 on peace, justice, and strong institutions. Where concrete examples were provided on regard to integrity with a gender perspective, from experienced professionals in the areas of Government, with the participation of René Milciades Fernández Bobadilla, Executive Secretary Minister of the National Anti-Corruption Secretariat (SENAC). Top Management, with the presence of Martha Elena Ruiz from Telefonica Movistar Colombia; Compliance with Marco Barreto from Natura & Co, Brasil, and Entrepreneurship with Andrea Grobocopatel from Fundación FLOR.

Main challenges

- The impact of corruption being differentiated by gender. Where commonly, women and specific gender groups are more affected. An example of this being sextortion or harassment.
- Gender-related biases.
- Challenges and realities that women face in the business world, such as being used only for their image or exchange of favors.
- Understand and raise awareness on the relationship between gender and integrity, especially in the private sector.
- Raise awareness on the relationship between gender and business integrity, as there is not a lot of information on the topic.

6th Regional Integrity Week – Alliance for Integrity

Transversalizando la Integridad Empresarial: ¿Por qué hacerlo? Diálogo Regional y Lanzamiento de Productos con Perspectiva de Género

Best practices shared

- Integrity Coffe: A series of events in México, which provided a safe space for women entrepreneurs to share their experiences in the business world.
- Compliance Guide with Gender Perspective: Include in all the compliance efforts a gender perspective.
- Workshop for ethic negotiation for women entrepreneurs: Tools for women to include ethics and a gender perspective during negotiations.
- That business partners and collaborators adopt also ethical behaviors and practices,
- Integrity as the base and pillar to build partnerships and associations.
- Act and lead with the example in terms of the environment, economy, and integrity.
- Multisystem approach in the private sector with compliance policies.
- The importance of the human resource and communication departments in securing the work environment is in line with the values of the business/company.
- Representative groups of minorities within the company.
- Training with a gender perspective and safe reporting channels.

Future recommendations

- Sharing the fact of integrity having a comparative advantage for businesses.
- Ensure a gender perspective in all the different efforts of compliance within the company.
- Raise awareness on the relationship between gender and business integrity.
- The need for anti-corruption efforts to include a gender perspective.
- Incentives for identifying better practices, so a culture of integrity and compliance can be developed.
- Bring up the subject on a daily basis.
- Responsible leadership: open, listening, empathetic and accountable. Appreciation on diversity.
- Call to action, and review for spaces of improvement.
- More women in decision-making positions.