

6th Regional Integrity Week – Alliance for Integrity

Business with Integrity - a Factor for Sustainability: New Paradigms based on Traditional Values

#IntegridadyODS #AllianceforIntegrity

Wednesday, 27 October 2021, 08h00 GMT -5/10h00 GMT -3

Summary

Acting in conformity with the rules contributes to generate an upright society that is committed to constant and sustainable development. The development process presents challenges that require responses in line with new changes. The speed of development, especially technological development, has meant that the ability to respond to change presents more and more obstacles, generating greater disparity in the operating conditions of the private sector. The changes are increasingly abrupt and more complex, and the answers must come from laws and regulations that promote competition to stimulate the human capacity for innovation. It is necessary to respond to its challenges with integrity and greater dynamism to create a more dynamic and sustainable society. Thus, integrity becomes a complex value and a true agent of sustainability.

Main challenges

- Incorporating integrity into innovative situations;
- Contribution of business integrity to sustainable development;
- Resisting the temptations and facing the threats of the pandemic, political changes and others;
- Just "right" in the face of the challenges we are facing today is no longer enough;
- Increasing day-to-day performance with internal staff and suppliers and protecting the health of all those around us is one of the great challenges of integrity in companies.

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Best practices shared

- Work with SMEs so that integrity reaches the entire value chain;
- Reflecting and recovering authenticity and originality to achieve integrity.

Future recommendations

- It is very important to connect with the environment around us, such as climate change and technological innovations;
- Solutions cannot be separated from due diligence, prevention and tools to identify risks in companies' operations. Risks must be monitored so as not to affect the lives of third parties;
- It is important to insert in the companies the problems brought by the pandemic, such as the increase in gender violence, and to help with training, sensitization, reporting channels and others;
- Today's reality imposes us to rethink our values;
- Companies must resume their role as influencers, to act in a positive way and support a culture of integrity.