

# SUCCESS STORY – bikeNcity

## Mexico, Latin America

### General Information

BikeNcity is a consulting company that offers services in the field of sustainable urban mobility and public space. The company operates in Mexico and counts twenty direct employees.

### Status Quo

From the very beginning, integrity, transparency and honesty have guided our actions. However, we had not yet established concrete anti-corruption and integrity policies. It was important for us to implement clear compliance measures in order to communicate our corporate values and thus build the necessary trust among our business partners.

### Getting to Know the Alliance for Integrity

In the two-day DEPE corruption prevention training of the Alliance for Integrity, we learnt about tools and strategic knowledge partners to raise our integrity standards. After completing the training programme, we started to define a concrete action plan that allowed us to gradually build an effective compliance management system. A crucial part was to appoint a person responsible for the implementation of all compliance measures in our company.

### Staff Need to Know how to Uphold High Integrity Standards

We have always clearly demonstrated our stand on corruption. Nevertheless, corrupt offers have often been made to us that we have resolutely rejected. This is not always as easy as it might seem. We have already lost business opportunities as we didn't accept such offers. However, the positives far outweigh the negatives. Our staff are now trained and know how to uphold the high integrity standards we set. Since then, we have not received any more illegal requests. Our increased integrity standards allow us to expand our business and attract new business partners, such as multinational companies or governmental organisations.

### Spreading the Integrity Message

Our experience shows that an effective compliance management system leads to greater trust among all relevant stakeholders with whom an organisation interacts. Whenever we start a business collaboration, we share our anti-corruption and integrity policies so that our business partners know our values right from the start. Now we have even shared what we have learnt with other companies and organisations in our sector. It is important to us to carry the integrity message, inspire others and support them on their own path towards integrity.

### Practical Case Studies to Prepare Staff for Dilemma Situations

The integrity policy, to which all our employees adhere, is a response to a complex global environment that is prone to corruption and other illegal activities. Our compliance mechanisms set out the values, rights and obligations that apply to each and every employee inside and outside the company. Our compliance management system is innovative because it contains practical examples and case studies that are closely aligned with our corporate reality. This way, our employees know exactly how to react in dilemma situations or grey areas.

### Our Advice for Other Companies

At bikeNcity, we believe that we can only fulfil our vision through the highest integrity standards and ethical values, which are expressed in our integrity policy. We want to inspire other companies to do the same and invite them to follow our lead.

