

SUCCESS STORY - PARSEC

Brazil, Latin America

General Information

PARSEC is a SME operating in the civil construction sector of Brazil. The company is currently considered a medium-sized enterprise, consisting of 40 direct employees and an average annual turnover of three million USD.

Status Quo

Already in 2017, PARSEC implemented some control mechanisms to ensure transparent and clean business practices. With the aim of supplying large companies, we decided to work on our compliance management system. We specifically looked for a training programme that would provide us with the necessary knowledge, as we are aware that high integrity standards are a differentiator in the marketplace and can lead to new business opportunities.

Start of the Integrity Journey

A representative from Siemens made us aware of the Alliance for Integrity's Integrity Journey. The mentoring programme is specifically designed to train SMEs in corruption prevention. Upon successful completion of the programme, participants are able to set up, implement and continuously monitor an effective compliance management system. We felt that the training was a very good fit with our company policies and expectations, so we decided to participate.

High Integrity Standards Lead to Positive Effects

After the first stages of the Integrity Journey, we were already able to implement some of the measures set out in our Code of Ethics. However, we still felt a big gap between paper and reality. Learning from experts in the field and getting to know international best practices encouraged us even more to demand consistent adherence to high integrity standards from our staff. They all responded positively and understood that our efforts will lead to positive changes, also in terms of job safety and their own well-being.

Spreading the Integrity Message

After we adapted our compliance policies, it was much easier for us to do business. We were able to better understand our clients and how their compliance programmes work. We also carried out a comprehensive risk analysis for the first time, which allowed us to be much more nuanced in our strategic planning. Since participating in the Integrity Journey, we have been even more committed to making our stakeholder relationships transparent and to setting an example of ethical values to our partners. We additionally take the compliance policies of some of our clients as a role model to complement our own.

Compliance is also a very important issue in our relationship with suppliers. We only work with companies of integrity that value compliance guidelines. For smaller suppliers, we share our newly gained knowledge to further spread the important integrity message. Our goal is to have a transparent and ethical supply chain as we are convinced that this will also open up new opportunities for us to work with the public sector and larger companies.

Clear Tone from the Top is Key

A clear tone from the top is a crucial element of any compliance programme. In our company, we involve the top management from the very beginning. They play an active role in identifying risks and communicating compliance policies to our employees. A strategy that involves the top management from the start allows us to act as true role models and create a culture of integrity in the organisation that is more robust than any policy or regulation.

Our Advice for Other Companies

“Awareness of the importance of business integrity must start at the highest level of the company to be successful. Top management must show zero tolerance for corruption and exemplify this to its employees.”

