

SUCCESS STORY - FW Soluções

Brazil, Latin America

General Information

FW Soluções is a medium-sized company operating in the sugar-energy sector. Its main activities include the commercialisation of carbon steel sheets, small, medium and large boilers for the paper and cellulose segments, power generation and cogeneration equipment such as hydraulic units, oil tanks, exhaust casings, metallic bases for transport, transformers and services for sugar cane mills. The company counts 50 employees and produces on an area of 6000m².

Status Quo

Our business partners mainly include multinational companies for which transparency in their supply chain is very important. We therefore decided to participate in the Integrity Journey of the Alliance for Integrity in order to attract more customers and serve a wider market through higher integrity standards. At the beginning, we were concerned that it would take significant investment to implement an effective compliance management system. However, during the training programme we realised that the most important step is to invest in our staff and make them aware of good integrity practices.

Employee Engagement is Key

When we decided to join the Integrity Journey, we had low expectations. We hoped to get some good recommendations on how to improve our compliance mechanisms. However, already at the beginning we realised that we had to change a lot in our existing processes. The training programme was quite challenging for us because there was a lot of resistance among our staff and they did not understand the need for a compliance programme. Initially there was some mistrust, but with time and results, our vision has strengthened. The achievements so far clearly demonstrate that we are on the right track. Our example shows that the biggest challenge is still to motivate employees get engaged in implementing the compliance programme.

High Integrity Standards Offer new Opportunities for Growth

One of the benefits of an effective compliance management programme is the ability to adequately meet the requirements of large organisations. Recently, we were in the re-qualification process of a large client where our Code of Ethics was audited. We are pleased to have implemented a compliance programme that meets all international standards and thus to be able to explore new markets.

Moral Values are as Important as Commercial Ones

Learning from experienced compliance experts how to implement an effective integrity programme has been instrumental in helping us compete in the market. The implementation process has made our top management reflect on how beneficial it is to do business in a fair way, where moral values are as important as commercial ones. The critical step for us was to identify possible risk factors and to set up a reporting channel on our company's website.

Spreading the Integrity Message Among Other Stakeholders

One of the most important things we learnt during the Integrity Journey was how to deal with conflicts of interest. We were able to ask open questions to representatives of multinational companies and got to know their perspective. Our approach is to confront our clients directly with our corporate values and show them how much we care about this topic. In this sense, we will also spread our integrity culture among our customers and suppliers, encouraging them to adhere to compliance policies and to consider the benefits of an integrity programme in their business strategy.

Our Advice for Other Companies

We recommend other companies to involve their customers and suppliers in implementing the integrity programme. The compliance process was 100 % influenced by our suppliers and customers, which enabled better relationship management and cooperation with our business partners.

