



Regional Integrity Week: Collective ReActivation in Latin America

Alliances as a Way to Sustainable Economic Recovery

Key Takeaways

#Alliances #CollectiveAction #IntegrityWeek

27 November 2020 | Latin America

2020 was a year of great challenges for business, both from a health and an economic point of view. As society, we have to adapt quickly to the changes and the impact that the crisis has generated in all sectors. Today we see that to get out of the crisis, and to be able to work on the economic reactivation, it is necessary to join our peers and seek joint solutions for what is to come. These alliances will allow companies and organisations to prepare for the future and, by working together, manage to emerge from these times of uncertainty stronger, without losing sight of integrity and transparency. Alliances are a fundamental tool to convert companies, especially SMEs, into more resilient and sustainable institutions.

Speakers

- Jorge García Maciel, Partner and Public Relations Manager, AHK Paraguay (Presenter)
- Elizabeth Portillo, Founding Member and President of the Paraguayan Compliance Association
- Ligia C. González Lozano, President of the Commission on Business Integrity and Ethics of the Mexican Business Coordinating Council
- Ana Aranha, Anti-Corruption Advisor, Global Pact Brazil

Main Challenges

- Challenge to establish policies and raise awareness at the top management level to create a cascade effect of plurality in organisations.
- Often lack of willingness of relevant stakeholders from the private sector, public institutions and civil society organisations to jointly develop strategies in the fight against corruption.
- Need to create an open platform for compliance professionals where they can exchange ideas and work together on practical approaches to complex problems.
- SMEs need more support from government, business organisations and NGOs to sustainably improve their compliance mechanisms.



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Best practices

- Collective Action initiatives in the fight against corruption, such as the Alliance for Integrity, aim to create open markets where all players can compete freely and fairly.
- Through the combined efforts of the private sector, government, civil society organisations and NGOs, the playing field can be levelled in order to improve transparency and enhance a country's ecosystem.
- It is crucial to protect the most vulnerable sectors of the economy by promoting formal work, which is achieved through the creation of alliances between large enterprises and their value chains; a small company with three employees is just as important as a company that employs 150,000 people, as they both provide formal employment.

Recommendations

- Business integrity should not be seen as a risk or an extra burden, but as a competitive advantage.
- Alliances require Collective Action from all sectors of society to address complex issues such as corruption.
- Companies should use existing publications and learning materials, such as those published by the Alliance for Integrity or the Global Compact Network of the United Nations, to train their employees and supply chain on compliance issues.
- Any Collective Action takes time to grow sustainably; it is important that all stakeholders agree on a common end goal to work collectively towards.
- All participants in an alliance should sign binding commitments (e.g. Memorandum of Understanding) so that their activities can be monitored by their peers or an external party.