

Inaugural Branch Summit Central Rift July 18 – 20, 2018

ETHICS, GOVERNANCE & SUSTAINABILITY

Presentation by CPA Patrick Nganga

Agenda



- Business Ethics
- Ethical Business Principles
- Corporate Governance
- Corporate Governance Principles
- Sustainability
- Business & Sustainability
- Interactive Session

Ethics



 Ethics - derived from the Greek word "ethos" which refers to character or customs or accepted behaviours.

- "the moral principle that governs a person's behaviour or how an activity is conducted" - The Oxford Dictionary.
- Well-founded standards of right and wrong that prescribe what humans ought to do, usually in terms of rights, obligations, benefits to society, fairness, or specific virtues.

Business Ethics



 Business ethics - the application moral or ethical norms to business.

 Businesses main objective is profit/monetary value but must balance their desire to maximize profits against the needs of the stakeholders.

Requires trade-offs



Ethical Business Principles



- 1. Honesty
- 2. Integrity
- 3. Promise-keeping & Trustworthiness
- 4. Loyalty
- 5. Fairness
- 6. Concern for Others
- 7. Respect for Others
- 8. Law Abiding
- 9. Commitment to Excellence.
- 10. Leadership
- 11. Reputation and Morale
- 12. Accountability



Corporate Governance





The process and structure used to direct and manage the business and affairs of a company towards enhancing business prosperity and corporate accountability with the ultimate objective of realising long-term shareholder value, whilst taking account of the interests of other stakeholders." - CMA



The exercise of ethical and effective leadership by the governing body towards achievement of Ethical culture, Effective control, Good performance and Legitimacy.

Corporate Governance Principles



- 1. Board Operations & Control
- 2. Rights of Shareholders
- 3. Stakeholder Relations
- 4. Ethics & Social Responsibility
- 5. Accountability, Risk Management & Control
- Transparency & Disclosure including non-financial disclosure

Sustainability





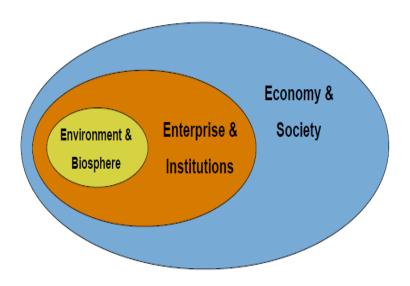
Sustainability defined



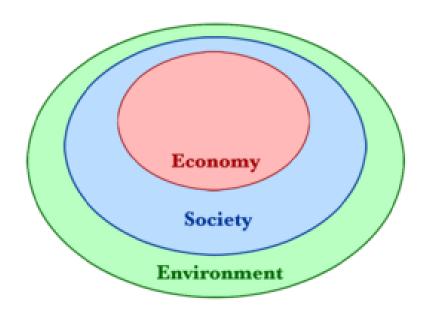
- Sustainable development- "development that meets the needs of the present without compromising the ability of future generations to meet their own needs." World Commission on Environment and Development (Brundtland Commission, 1987)
- "the ability to keep doing what we are doing" (Winston, 2014)
- "the ability to sustain", "the capacity to endure." SustainAbility

Why Sustainability?





Today's perspective



The Reality

Sustainable Development Goals



 The Sustainable Development Goals (SDGs), also known as the Global Goals, are a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity.

- Can be broadly classified into Goals around
 - People (Social)
 - Planet (Environmental)
 - Prosperity (Economic)
 - Peace
 - Partnerships

Sustainable Development Goals







































Business and Sustainability



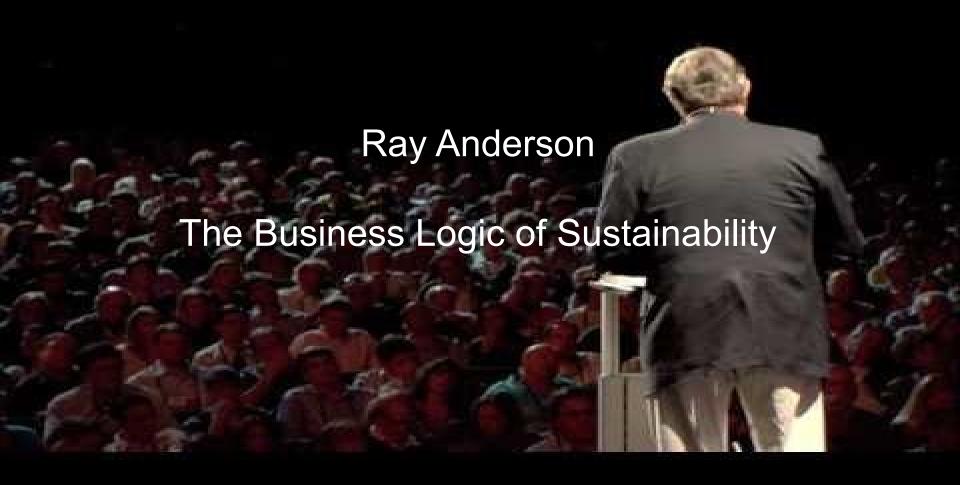
Is there a case for Sustainability in today's business?

Why should business be at the forefront in addressing sustainability challenges?

These questions are answered in the video to follow by Ray Anderson, Founder of Interface Inc.

Business and Sustainability





Coclusion



Ethics, Governance and Sustainability = Corporate Moral Conscience

"Today, the corporate world as a whole is in the process of acquiring a moral conscience. The new and emerging concepts in management like corporate governance, business ethics and sustainability are some of the expressions through which this emerging ethical instinct in the corporate world is trying to express or embody itself in the corporate life". ICSI



Interactive session