

To achieve this goal, consultations, roundtable discussions and public forums involving business leader compliance officers, corporate governance experts, academics and practitioners from small and medium enterprises to large companies.

CORPORATE VALUES

- **or core values are the deeply ingrained principles that guide all employees of a company's actions.**
- **serve as the company's cultural cornerstones that can never be compromised, either for convenience or short-term economic gain.**

OTHER TYPES OF VALUES

Aspirational Values

- are those that the company needs to succeed in the future but currently lacks.

Permission-to-play Values

- reflect the minimum behavioral and moral standards required of any employee.

Accidental Values

- arise spontaneously without being cultivated by leadership and take hold over time.

CODE OF CONDUCT

- **Formal expression of the organization's values and ethics.**
- **A set of rules that guides behavior**

Only mandated for public companies but most experts agree that all companies should have a written code of conduct

CODE OF CONDUCT SHOULD:

- **guide directors and senior executives**, as a minimum, to the practices necessary to maintain confidence in the organization's integrity;
- **promote responsibility and accountability** of individuals for reporting and investigating reports of unethical practices; and

- **ensure compliance** with legal and other obligations to legitimate stakeholders

PROFESSIONAL CODE OF CONDUCT

- Outlines appropriate actions for employees or members, as well as the legal consequences of breaking the rules.

PERSONAL CODE OF CONDUCT

- Is profoundly personal and relates specifically to the person.
- It can be written down or it can be something that a person keeps in the back of his /her mind
- It includes how you treat yourself and others; your expected behavior in different setting; what behaviors from you are unacceptable; and how you will hold yourself accountable for different actions.

UNIFIED CODE OF CONDUCT FOR BUSINESS (INTEGRITY INITIATIVE)

Purpose:

1. It harmonizes existing ethical standards among business operating in the Philippines.
2. The Code formally communicates the signatories' commitment to upholding high standards of ethics in all business transactions. It articulates the belief that securing profit at the expense of integrity is an unacceptable and way of conducting business and that measures have been taken to enforce and cultivate integrity habits within the signatories' respective organizations.

Top Management

- Our top management leads by example by consistently demonstrating the value of conducting business with integrity.
- Our officers strongly communicate our organization's position against bribery, corruption, and unethical business practices within the company and the broader public; comply with all the requirements of government regulatory bodies; and prohibit cover-ups and falsified reports that conceal improper transactions.
- Management strongly supports integrity practices and allocates sufficient resources for their implementation.

Human Resources

- We strive to instill a culture of integrity among our employees. The management maintains open lines of communication with employees, particularly on matters relating to honesty, transparency, and integrity in business transactions.
- In the spirit of fairness and due process, all employees have the right to file and respond to complaints against practices suspected to be illegal or unethical.
- We have appropriate tools to confidentially receive, monitor, and act on internal and external complaints.
- Employees filing complaints will be protected from all types of retaliation, while those involved in unethical practices will be subject to commensurate disciplinary actions.
- We have instituted training programs on business ethics covering all levels of the organization.

Sales and Marketing

- We clearly communicate rules and guidelines on giving/receiving gifts, entertainment, tokens of hospitality, and contributions to/from public and private organizations and their representatives.
- Employees and all third parties engaged by our company to act as our intermediaries, agents, or representatives are not permitted to offer, promise, or give, as well as demand or accept concessions—directly or indirectly—in order to obtain, retain, or secure any undue advantage in the conduct of business.
- We abide by existing laws when transacting with government agencies (as stipulated under RA 6713 – Code of Conduct and Ethical Standards for Public Officials and Employees and RA 3019 – Anti-Graft and Corrupt Practices Act).

Finance and Accounting

- We require all our employees to ensure that all books and records they create or are responsible for are complete and accurate.
- Our financial records conform to standard accounting principles, comply with Securities and Exchange Commission requirements on disclosure and transparency, and abide by anti-money laundering laws (RA 9160) and international conventions.
- We pay taxes in compliance with all laws.