

9-13 December
Week of Integrity 2024

Integrity & Sustainability



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About the Week of Integrity

Why we have the Week of Integrity

The Week of Integrity was established to underscore the critical importance of integrity in both personal and professional spheres. Integrity forms the foundation of trust, which is essential for fostering healthy relationships, effective governance, and sustainable development. In an era where ethical breaches and corruption can have widespread and devastating impacts, promoting integrity is more crucial than ever.

Key reasons for the Week of Integrity:

- 1. Promoting Ethical Behavior:** By dedicating a week to integrity, we aim to spotlight the significance of ethical behavior and decision-making in all areas of life.
- 2. Raising Awareness:** The initiative seeks to raise awareness about the importance of integrity and the consequences of unethical actions.
- 3. Fostering a Culture of Transparency:** Encouraging organizations and individuals to adopt transparent practices that build trust and accountability.
- 4. Enhancing Business Practices:** Highlighting the role of integrity in achieving sustainable business practices and long-term success.
- 5. Encouraging Dialogue:** Providing a platform for open dialogue on the challenges and best practices related to maintaining integrity in various sectors.

Our Commitment

The Week of Integrity is not just a series of events but a movement aimed at fostering a culture of integrity that transcends the week itself. It is a call to action for all individuals and organizations to continuously strive for ethical excellence and to integrate integrity into every aspect of their operations.

By participating in the Week of Integrity, you join a community dedicated to making a positive impact through honesty, transparency, and ethical behavior.

How the Week of Integrity works

The Week of Integrity is a collaborative initiative that involves a series of events, activities, and discussions organized by various partners, including businesses, non-governmental organizations, educational institutions, and government agencies. These activities are designed to engage participants in meaningful conversations about integrity and to promote ethical practices across all aspects of society.

Throughout the year:

1. **Networking Events & Trainings:** Opportunities for participants to connect, share experiences, and build networks that support ethical practices. These events are organized in close cooperation with our partners.
2. **Educational Workshops and Seminars:** Partners host workshops and seminars on topics related to ethics, transparency, and accountability. These sessions provide practical tools and knowledge to help individuals and organizations implement integrity-focused practices.



During the Week:

1. **Partners' activities include:**
 - **Public Panel Discussions:** Engage experts and thought leaders in discussions about integrity in specific industries.
 - **Internal Workshops:** Train employees on ethical decision-making and compliance practices.
 - **Awareness Campaigns:** Run campaigns that highlight the importance of integrity in daily business operations.
 - **Webinars and Online Seminars:** Reach a wider audience by hosting virtual events focused on various aspects of integrity.
 - **Integrity Pledges:** Encourage employees and stakeholders to take integrity pledges and commit to ethical practices.
2. **Opening Online Session:** Kick off the week with an online session to introduce the theme and set the stage for the week's activities.
3. **Closing Conference:** Offer in-depth knowledge, facilitate useful conversations, and provide networking opportunities to conclude the week.



Theme for 2024: Integrity in Sustainability

Exploring the Intersection of Integrity and Sustainability

The theme for the 2024 Week of Integrity is “Integrity in Sustainability.” This theme highlights the crucial role that integrity plays in achieving sustainable development goals (SDGs) and ensuring that our efforts to create a more sustainable world are grounded in ethical practices and transparency.

Why Focus on Integrity in Sustainability?

Sustainability is more than just an environmental concern; it encompasses economic and social dimensions as well. To achieve true sustainability, we must integrate integrity into all aspects of our actions and decisions. This means promoting honesty, accountability, and ethical behavior in our approaches to environmental protection, social equity, and economic development.

Key Areas of Focus:

Integrating ESG with Integrity

Environmental, Social, and Governance (ESG) criteria are increasingly used to measure the sustainability and ethical impact of a business. Integrity plays a critical role in driving robust ESG performance. Companies must ensure that their ESG reporting and claims are accurate, transparent, and free from greenwashing. This involves adopting best practices for integrating integrity into ESG strategies, which can lead to sustainable and ethical business outcomes. During the week and the conference we will explore how integrity can enhance ESG efforts and highlight examples of successful integration.

Environmental Protection

This involves promoting transparent and accountable environmental practices within businesses. Companies must not only comply with environmental regulations but strive to exceed them, demonstrating a genuine commitment to sustainability. By adopting integrity-driven strategies, businesses can reduce their environmental impact and contribute to a healthier planet. Success stories from companies that have effectively integrated integrity into their environmental sustainability efforts will serve as inspiring examples.

Social Equity

Achieving social equity and justice is another crucial component of sustainability that relies heavily on integrity. Organizations must promote diversity, equity, and inclusion within their structures, ensuring that all individuals are treated fairly and with respect. Ethical treatment of workers throughout the supply chain, including fair wages and safe working conditions, is essential. Additionally, businesses should address social inequalities and support community development through ethical practices. This focus on integrity helps to create a more just and equitable society, where all members can thrive.

Economic Development

Economic development must be pursued in a way that balances profit with social and environmental responsibilities. This requires fostering transparent and accountable corporate governance and encouraging long-term thinking in economic strategies. Companies should integrate integrity into their business models, ensuring that their growth does not come at the expense of ethical standards. By prioritizing integrity, businesses can build sustainable economic models that benefit both the economy and society at large.

Our toolbox to help you prepare for the Week of Integrity

To support organizations in promoting integrity in sustainability, we have developed a comprehensive toolbox. This set of tools is designed to facilitate meaningful engagement and foster a culture of integrity within your organization. Here are the key components of our toolbox:



Integrity Game

The Integrity Game is an interactive and engaging way to introduce and reinforce the principles of integrity within your organization. This game encourages participants to think critically about ethical dilemmas and make decisions that reflect their commitment to integrity. It's a fun and educational activity that can be used in team-building sessions or training workshops.



Integrity Drinks

Integrity Drinks are informal networking events that provide a relaxed environment for discussing integrity and ethical practices. These events encourage open dialogue among colleagues and peers, fostering a sense of community and shared commitment to integrity. To facilitate these conversations, we provide a set of conversation cards that include:

Discussion Prompts: Cards with thought-provoking questions related to integrity and ethical behavior, designed to spark meaningful conversations.

Scenarios: Cards presenting various ethical dilemmas and scenarios for participants to discuss and navigate together.

Best Practices: Cards with tips and best practices for maintaining integrity in different situations.

These cards help structure the conversation and ensure that discussions are engaging, insightful, and relevant to real-world challenges.



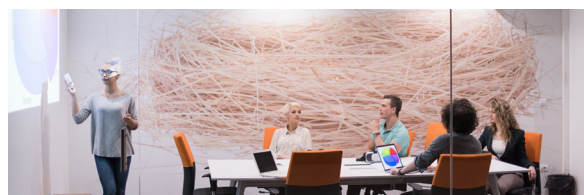
Integrity Dialogue

The Integrity Dialogue toolkit is designed to facilitate in-depth discussions about integrity and ethical practices. This toolkit includes:

Guidelines: Clear guidelines to help you set up and conduct effective dialogues on integrity. These guidelines ensure that conversations are structured, respectful, and productive.

Videos: A series of thought-provoking videos that highlight various aspects of integrity and ethical behavior. These videos serve as conversation starters and provide real-world examples of integrity in action.

Questions: A set of general questions to guide the discussions sparked by the videos and dialogues. These questions are designed to stimulate critical thinking and encourage participants to reflect on their own practices and the ethical standards of their organization.



Integrity Moments

Integrity Moments are short case studies that combine real-life scenarios with integrity-focused questions. These moments are designed to be used at the start of a meetings, training sessions, or as part of regular communications to keep the conversation about integrity ongoing. Each case study presents a situation that challenges participants to consider the ethical implications of their actions and decisions.

How to Use the Toolbox

The tools provided in this toolbox can be integrated into your organization's activities leading up to and during the Week of Integrity. They are designed to be flexible and adaptable, allowing you to tailor them to your specific needs and objectives.

- **Plan and Schedule:** Decide which tools and activities are most relevant for your organization and schedule them accordingly.
- **Engage and Educate:** Use the Integrity Game and Integrity Dialogue videos to engage your employees and educate them about the importance of integrity.
- **Facilitate Discussions:** Utilize the guidelines and general questions to facilitate meaningful discussions that promote ethical behavior and decision-making.
- **Highlight Real Scenarios:** Incorporate Integrity Moments into your meetings or training sessions to keep the conversation about integrity alive.
- **Encourage Networking:** Organize Integrity Drinks to provide a platform for informal discussions and networking focused on integrity.

By incorporating these tools into your organization's activities, you can create a robust framework for promoting integrity and sustainability. This toolbox is designed to help you make the most of the Week of Integrity and to ensure that the principles of ethical behavior are embedded in your organizational culture.



Why Become a Partner of the Week of Integrity?

Promote a Culture of Integrity

Joining as a partner for the Week of Integrity provides a unique opportunity to highlight and enhance the importance of integrity within your organization and the broader community. By organizing activities and events, whether open to the public or within your company, you can directly contribute to fostering a culture where ethical practices and transparency are at the forefront of business operations.

Strengthen Your Brand Reputation

Demonstrating a commitment to integrity and ethical practices not only aligns with corporate social responsibility goals but also enhances your brand reputation. Customers, clients, and stakeholders increasingly value organizations that prioritize integrity. Your active participation during the Week of Integrity showcases your dedication to these principles, positioning your brand as a leader in ethical business practices.

Engage and Inspire Employees

The Week of Integrity offers a platform to engage and inspire your employees by involving them in meaningful discussions and activities centered around ethical behavior and decision-making. Hosting workshops, seminars, or internal campaigns can help reinforce the importance of integrity in everyday business operations, leading to a more motivated and ethically aware workforce.

Connect with Like-Minded Organizations

Becoming a partner allows you to connect with other organizations that share a commitment to integrity. This network provides valuable opportunities for collaboration, knowledge sharing, and collective action towards promoting ethical standards across industries. Engaging with peers through shared activities and events enhances the impact of the Week of Integrity and fosters a supportive community of practice.

Enhance Stakeholder Trust

Stakeholders, including investors, customers, and employees, seek assurance that they are associated with an organization that values ethical conduct. Participation in the Week of Integrity signals your commitment to maintaining high ethical standards, thereby building and strengthening stakeholder trust. This trust is crucial for long-term success and resilience in today's business environment.

Contribute to a Broader Impact

By organizing activities during the Week of Integrity, your organization plays a crucial role in a larger movement towards promoting integrity in business and society. Your efforts contribute to raising awareness and setting benchmarks for ethical behavior, thereby influencing positive change beyond your immediate sphere. The collective impact of all partners participating in the Week of Integrity can lead to significant advancements in promoting ethical practices globally.

Diverse Activities to Suit Your Organization

There are numerous ways to participate and make an impact during the Week of Integrity. Whether through hosting public events like panel discussions and webinars, conducting internal training sessions and workshops, or running awareness campaigns, there are flexible options to suit your organization's capacity and focus areas. Each activity, regardless of scale, contributes to the overarching goal of promoting integrity.

Important Notes for Partners

Commitment to Integrity: Partners are expected to commit to improving integrity within their own organizations. The Week of Integrity initiative aims to increase integrity across all aspects of business activities.

Not a Marketing Platform: The initiative is not a platform for consultants to find new clients but a movement to genuinely enhance integrity in business practices.

Visibility Not Included: Please note that partnership does not include visibility benefits. For brand exposure and other visibility-related benefits, please consider our sponsorship packages.

What Does It Cost?

We aim to keep participation in the Week of Integrity free as we are a non-profit organization dedicated to promoting ethical practices. However, to achieve this goal, we must call on the generosity of our partners. Partners who can sponsor the week help us cover the costs of developing the toolbox, organizing and running events. For more information about sponsorship opportunities and the benefits they offer, please see the sponsorship section further in this leaflet.

How to Become a Partner:

Contact Us: Reach out to our partnership coordinator to discuss your interest and potential activities.

Plan Activities: Collaborate with our team to plan activities that align with your organization's goals and the theme of integrity.

Promote Participation: Engage your employees and network to participate in and support the Week of Integrity events.

Implement and Share: Conduct your planned activities and share your experiences and outcomes through our platform and social media.

Sneak preview to the closing conference

Our highly anticipated Closing Conference, scheduled to take place on the 13th of December, promises to be an enriching experience, offering in-depth knowledge, stimulating conversations, and unparalleled networking opportunities. Here's a sneak preview of what to expect:

Keynote Speakers

We have invited a lineup of distinguished keynote speakers who are leaders in the fields of sustainability and integrity. These thought leaders will share their insights and experiences, providing valuable perspectives on how integrity can drive sustainable development. Their talks will inspire and challenge us to think critically about our own practices and how we can improve.

Panel Discussions

The conference will feature several panel discussions, each focusing on a different aspect of integrity in sustainability. Experts from various industries will come together to discuss topics such as ethical production and consumption, supply chain transparency, and the role of integrity in achieving the Sustainable Development Goals (SDGs). These panels will offer diverse viewpoints and foster robust dialogue on critical issues.

Interactive Workshops

Attendees will have the opportunity to participate in interactive workshops designed to provide practical tools and strategies for promoting integrity within their organizations. These workshops will cover a range of topics, including ethical decision-making, transparent governance, and integrating integrity into corporate culture. Participants will leave with actionable insights and skills that they can implement immediately.

Conference Program: Integrity in Sustainability

8:30 – 9:30 AM	Networking Breakfast Start your day with a delightful breakfast and the opportunity to connect with fellow attendees. Build new relationships and set the stage for meaningful conversations.
9:30 - 9:45 AM	Opening Remarks Kick off the conference with a welcome speech from our host, setting the tone for the day and outlining the importance of integrity in sustainability.
9:45 - 10:00 AM	Keynote Address - What is a Fair Transition? Discover the key elements of a fair transition to sustainable practices, focusing on equity and inclusivity, especially for developing countries.
10:00 - 10:30 AM	Panel Discussion - How Can We Ensure Ethical Production and Consumption? Join experts as they explore supply chain transparency, ethical production, and the implications of the Corporate Sustainability Due Diligence Directive (CSDDD).
10:30 - 11:00 AM	Coffee Break and Networking Refuel with coffee and take advantage of this time to network with peers, discuss the morning sessions, and exchange ideas.
11:00 - 11:45 AM	Workshop - How to Achieve Integrity in Sustainable Marketing and Communication? Engage in an interactive workshop that delves into best practices for honest marketing, avoiding greenwashing and greenhushing, and effectively communicating your sustainability efforts.
11:45 AM - 12:30 PM	Breakout Sessions Session 1: Integrating Integrity in Climate Action Explore strategies for ensuring transparency and ethical practices in climate initiatives. Session 2: How Can We Promote Gender Equality in Sustainable Development? Discuss ways to advance gender equality as a fundamental aspect of sustainable development. Session 3: Promoting Decent Work and Economic Growth Learn about fair labor practices and the role of integrity in fostering sustainable economic growth.
12:30 - 1:30 PM	Networking Lunch Enjoy a delicious lunch while continuing to build connections with fellow attendees. Discuss the morning's insights and share your own experiences.

1:30 - 2:00 PM	<p>Case Study Presentations</p> <p>Presentation 1: Ethical AI for Sustainable Development Examine real-world applications of AI in sustainability and the importance of ethical frameworks.</p> <p>Presentation 2: Building Strong Institutions with Integrity Learn from case studies on anti-corruption measures and transparent governance.</p>
2:00 - 2:30 PM	<p>Interactive Session - How Do We Handle Litigation in Sustainability?</p> <p>Engage in a discussion about common litigation issues related to sustainability and best practices for addressing them ethically.</p>
2:30 - 2:45 PM	<p>Coffee Break and Networking</p> <p>Take a short break to grab a coffee and continue networking with peers.</p>
2:45 - 4:00 PM	<p>Breakout Sessions (Interactive Workshops)</p> <p>Session 1: Ethical AI for Sustainable Development Participate in a hands-on workshop focusing on designing and implementing ethical AI solutions.</p> <p>Session 2: Integrity Leadership - What Does it Take to Lead with Integrity? Explore the qualities and practices of integrity leadership, and learn how to foster ethical behavior in teams.</p>
4:00 - 4:30 PM	<p>Closing Panel - What Makes Effective Partnerships for the Goals?</p> <p>Join our panel of experts to discuss how to build and maintain effective partnerships that drive sustainable development goals.</p>
4:30 - 5:00 PM	<p>Closing Remarks</p> <p>Summarize the day's key insights and takeaways. Hear about future initiatives and opportunities for continued engagement.</p>
5:00 - 6:00 PM	<p>Networking Reception</p> <p>Conclude the conference with a relaxed networking reception. Enjoy light refreshments, continue discussions from the day's sessions, and solidify new connections.</p>

We are excited to welcome you to the 10th edition of the “Integrity in Sustainability” conference. While we strive to keep the costs as accessible as possible, participation in the conference is not free.

Understanding the Costs

The costs associated with hosting a conference of this scale include:

- **Facilities:** Rental of the venue, including conference rooms, sound and image, and networking areas.
- **Catering:** Providing meals and refreshments throughout the day to keep our participants energized and engaged.
- **Speakers:** Ensuring our top-notch keynote speakers, panelists, and workshop facilitators can join us to provide valuable insights and learning opportunities.

These elements are crucial in creating an enriching and professional environment for all attendees.

Discounts for Partners and ICC Members

We value the support and commitment of our partners and ICC members. To show our appreciation, we offer the following discounts:

- **Partners:** Reduced registration fees for employees of our partner organizations.
- **ICC Members:** Special discounted rates for members of the International Chamber of Commerce.

Sponsorship Proposal for the Week of Integrity

Introduction

The Week of Integrity is a pivotal initiative designed to promote ethical practices and sustainability across various sectors. It includes the “Integrity in Sustainability” conference, held in The Hague, which is a premier event bringing together thought leaders, industry experts, policymakers, and practitioners from around the world. This conference, accompanied by a comprehensive booklet of essays, aims to foster dialogue, share insights, and promote ethical practices in achieving sustainable development goals (SDGs).

In addition to the conference, the Week of Integrity involves developing valuable tools for organizations, such as the Integrity Toolbox, and organizing various events throughout the year to support and engage partners. These efforts are crucial in building a culture of integrity and sustainability.

We invite you to partner with us as a sponsor to support this vital initiative, develop essential resources, organize impactful events, and showcase your commitment to integrity and sustainability.

Sponsorship Opportunities

We offer a range of sponsorship packages to suit different levels of engagement and visibility. Each package is designed to maximize your brand exposure and demonstrate your commitment to sustainable practices and integrity.

Why Sponsor?

- **Brand Exposure:** Your brand will be prominently displayed across all conference materials, reaching a global audience of sustainability and integrity leaders.
- **Networking Opportunities:** Connect with industry leaders, policymakers, and experts to build valuable relationships and explore collaborative opportunities.
- **Corporate Social Responsibility:** Demonstrate your commitment to ethical practices and sustainable development, aligning your brand with positive social impact.
- **Media Coverage:** Gain visibility through our extensive media coverage, including press releases, social media campaigns, and post-event reports.

Partner Participation (up to €1,500)

- Recognition on our website and in the conference booklet as a supporter.
- Special discounted rates for conference registration.
- Acknowledgment during the opening and closing sessions.

Bronze Sponsor (€2,500)

- Logo placement on event materials and website.
- Mention in the conference booklet.
- 1 complimentary ticket to the conference.
- Mention in select media coverage.
- Dedicated social media posts highlighting the sponsorship.

Silver Sponsor (€5,000)

- Logo placement on event materials, website, and booklet.
- Quarter-page in the conference booklet.
- 2 complimentary tickets to the conference.
- Mention in media coverage.
- Dedicated social media posts highlighting the sponsorship.
- Opportunity to include branded materials in the conference welcome pack.

Gold Sponsor (€10,000)

- Prominent logo placement on event materials, website, and booklet.
- Half-page in the conference booklet.
- 5 complimentary tickets to the conference.
- Mention in media coverage.
- Dedicated social media posts highlighting the sponsorship.
- Opportunity to include branded materials in the conference welcome pack.

