



*join by  
4 Feb 09*

## THE CHALLENGE

### **IT'S TIME TO MAKE YOUR BUSINESS ETHICS COUNT.**

THE UNETHICAL ACTIONS OF A FEW BUSINESSES ARE NEGATIVELY AFFECTING US ALL. THE PUBLIC'S RUSH TO ASSIGN BLAME WILL AFFECT ALL BUSINESSES. A HIGHER STANDARD FOR BUSINESS ETHICS IS EXPECTED.

THE ETHISPHERE INSTITUTE, IN COOPERATION WITH LEADING CORPORATIONS AND GLOBAL INSTITUTES, IS DESIGNING THAT HIGHER STANDARD, THE BUSINESS ETHICS LEADERSHIP ALLIANCE, SO THE PUBLIC AND INVESTORS CAN MORE EASILY IDENTIFY WHICH COMPANIES OPERATE ETHICALLY.

THE GLOBAL ETHICS PACT OF THESE COMPANIES WILL BE UNVEILED IN THE GLOBAL ETHICS SUMMIT IN NYC ON FEBRUARY 4, 2009.

**IS YOUR COMPANY PART OF THE SOLUTION?**

# BUSINESS ETHICS LEADERSHIP ALLIANCE

WWW.ETHISPHERE.COM



Pact Signatory

## Declaration of Ethical Principles

BELA members agree to embrace and uphold the **core values** that incorporate ethics and integrity in all of their business practices (the "Declaration"):

### LEGAL COMPLIANCE

Ethical companies follow the letter and spirit of the law to counter fraud, corruption, bribery and deceit.

### TRANSPARENCY

Ethical companies create a culture that sets the tone from the top, encourages dialogue on ethical issues, and discloses information in a full, accurate and timely manner.

### CONFLICT IDENTIFICATION

Ethical companies actively identify and address potential conflicts of interest and appearances of impropriety that could undermine confidence in their business practices.

### ACCOUNTABILITY

Ethical companies conduct business with an emphasis on quality, customer protection, environmental sustainability and integrity in the supply chain.

**THESE FOUR PRINCIPLES ARE THE FOUNDATION FOLLOWED BY DELEGATES WORKING ON THE GLOBAL ETHICS PACT.**

## INTRODUCING BELA

The Ethisphere Institute, the world's foremost ethics think tank, has created BELA—the Business Ethics Leadership Alliance—a growing quorum made up of some of the world's most recognizable companies joining together to (a) affirm an unequivocal dedication to business ethics and (b) play an instrumental role in restoring consumer and investor confidence in businesses and markets worldwide.

BELA's members will participate in the establishment and ratification of *The Global Ethics Pact*—a declaration that will clearly codify a higher standard for corporate ethics and transparency. BELA members pledge to uphold these standards in all facets of their business dealings. Members'

ongoing commitment will be regularly and independently certified by Ethisphere and other leading institutions.

*The Global Ethics Pact* will be unveiled to the public at the Global Ethics Summit held by Dow Jones and the Ethisphere Institute in New York City on February 4th and 5th of 2009. By standing up and choosing to lead, signatories to the *Global Ethics Pact* receive inclusion in an intensive and ongoing awareness campaign in major publications such as *The Wall Street Journal* and *Forbes*. Additionally, members receive 3rd-party validation that they are the de facto leaders in self-regulating against corporate fraud, corruption and greed.

## WHY JOIN BELA?

- » Concerted and significant efforts to increase awareness of BELA, its mission and its members:
  - » In BELA press releases and media such as the *Wall Street Journal* and *Forbes*
  - » At worldwide conferences and events
  - » On the highly-trafficked Ethisphere website
  - » Via company and CEO profiles in the highly-respected quarterly publication *Ethisphere Magazine*
- » Increased commitment to and perception of legitimacy, accountability and transparency
- » Increased employee morale, customer satisfaction and stakeholder approval
- » Positive view by regulators, law enforcement and investor community
- » Complimentary use of Ethisphere Enterprise Culture Analytics Software resulting in Culture Assessment Scorecard
- » Exclusive and confidential direct receipt of reports which come into the Global Ethics Reporting Hotline ([www.reportethics.com](http://www.reportethics.com))
- » Complimentary Ethisphere Council Membership
- » Complimentary ethics consulting or board of directors training
- » Complimentary registration for the February 2009 Global Ethics Summit for one person
- » Use of BELA logo in marketing materials and employee communications
- » BELA member plaque for display of commitment



## ETHISPHERE

As the world's foremost think tank on business ethics, The Ethisphere Institute ([www.ethisphere.com](http://www.ethisphere.com)) is dedicated to the research, creation, and sharing of best practices in the areas of ethics, compliance, and corporate governance. Through ongoing studies and oversight of the annual World's Most Ethical Companies Rankings, The Institute has documented that ethical companies are consistently less prone to systemic risk failures and quantitatively outperform their peers across long-term performance metrics.

## Join BELA Now

BELA is inviting your company to be a visible and integral part of creating the solution to the business ethics crisis. Or you can do nothing and run the risk of simply being perceived as part of an ongoing problem. The choice is yours.

### Stand up. Be counted. Lead.

Join the Business Ethics Leadership Alliance at  
[www.ethisphere.com/BELA](http://www.ethisphere.com/BELA)  
or call **1.800.369.7583 (option 4)**

# ETHISPHERE

## BUSINESS ETHICS LEADERSHIP ALLIANCE REGISTRATION

Congratulations for taking this visible and important step of banding together with other ethical companies to provide resources for researching, identifying and promoting effective business ethics practices, for raising visibility of businesses that conduct their operations ethically, and for encouraging other business enterprises to follow our lead.

### COMPANY INFORMATION

Name of Company: \_\_\_\_\_

Street Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

### COMPANY CONTACT

Primary Member Name: \_\_\_\_\_

Primary Member Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

### GLOBAL ETHICS PACT DELEGATE

Delegate Name: \_\_\_\_\_

Delegate Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

### BUSINESS ETHICS LEADERSHIP ALLIANCE (BELA) MEMBERSHIP BENEFITS:

- » Company listing as BELA Member in good standing via external media, Ethisphere.com and *Ethisphere Magazine*
- » CEO or Company Senior Executive profile on Ethisphere.com
- » Use of BELA logo in marketing materials and employee communications
- » Complimentary use of Ethisphere Enterprise Culture Analytics Software resulting in Culture Assessment Scorecard
- » Exclusive and confidential direct receipt of reports received by the Global Ethics Reporting Hotline ([www.reportethics.com](http://www.reportethics.com))
- » Complimentary Ethisphere Council Membership for unlimited employees of your company
- » Complimentary ethics consulting or board of directors training
- » Complimentary registration for the February 2009 Global Ethics Summit for one person
- » BELA Member plaque for display of commitment

### BUSINESS ETHICS LEADERSHIP ALLIANCE MEMBERS AGREE TO:

- » Appointment of an optional Delegate (listed above) to work with the Ethisphere Institute to draft the Global Ethics Pact
- » Attendance at the February 2009 Global Ethics Summit in New York
- » Signed commitment to BELA's Declaration of Ethical Principles\*
- » Permission for the Ethisphere Institute to list your Company as a BELA Member, unless specifically withdrawn in writing (your information will never be sold or shared)
- » Response in a timely fashion to any inquiries or complaints submitted to the Global Ethics Reporting Hotline ([www.reportethics.com](http://www.reportethics.com))

For membership pricing and additional information, please contact Dan Appelson at 800-369-7583 option 4. Please fax this form to 602-712-0019 or scan and email to [dappelson@ethisphere.com](mailto:dappelson@ethisphere.com), and we'll contact you with all the BELA Membership information you need.

NOTE: BELA is not a governing agency. BELA is a voluntary, proactive initiative, validated by an internationally respected third party to empower businesses to be de facto leaders in self-regulating against corporate fraud, corruption, and greed.

\*Ethisphere may withdraw BELA membership at any time without refund if the BELA Review Board finds a BELA member has committed an egregious unethical act which is counter to the Declaration of Ethical Principles upheld by BELA, or counter to the Global Ethics Pact, should the Company choose to become a signatory of such.



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# ETHISPHERE

The research-based Ethisphere Institute and associated membership group, the Ethisphere Council, are supported by leading institutions and corporations such as the Practising Law Institute (PLI), Thomson West, the National Association of Corporate Directors, TRACE International, and Corpedia. The Institute is dedicated to the research, creation, and sharing of best practices in ethics, compliance, and corporate governance among its membership companies. It also focuses on the development and advancement of individuals on its membership council through increased efficiency, innovation, tools, mentoring, advice, and unique career opportunities. Ethisphere Magazine is the quarterly publication of the Institute. More information on membership can be found at <http://www.ethisphere.com>.

The Ethisphere Institute publishes the globally-recognized annual World's Most Ethical Companies Ranking™ as well as the Government Contractor Ethics Program Ranking™ and the upcoming Global Anti-Corruption Quotient.