

# WAY FORWARD

---

Andzelika Rusteikiene,  
Board Member of Collective Action “Clear Wave”, Lithuania

# FOCUS ON

---



BUILDING THE COMMUNITY



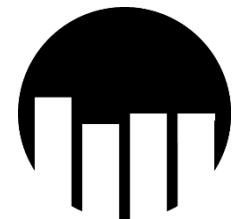
STAKEHOLDERS & PARTNERS



RAISING AWARENESS



ORGANISATIONAL SUSTAINABILITY



# AIMs

	<b>BUILDING THE COMMUNITY</b>	Be relevant to the community and accessible to new members
	<b>STAKEHOLDERS &amp; PARTNERS</b>	Create lasting partnerships with relevant reform-minded public and private sector actors
	<b>RAISING AWARENESS</b>	Strengthen local presence in the country
	<b>ORGANISATIONAL SUSTAINABILITY</b>	Build financial and reputational stability

# BUILDING THE COMMUNITY

---



Be relevant to the community and accessible to new members

- 
- Continue to expand membership of UNIC, be accessible in all the cities of Ukraine be it physically or virtually, directly or indirectly
  - Identify and promote best practices of business integrity within and outside the UNIC
  - Carry out a members survey on corruption risks to explore the root-causes and the state of integrity in business
  - Improve compliance of the members of UNIC

# BUILDING THE COMMUNITY



Be relevant to the community and accessible to new members

Continue to expand membership of the initiative, be accessible in all the cities of Ukraine be it physically or virtually, directly or indirectly

1. Strengthen PR actions about UNIC directed to communicate value of membership.

20 | 1K | 400

2. Organise personal meetings with targeted potential members.

50

3. Organise events to present UNIC for target potential members.

3

4. Encourage current members to send personal invitation letters to join UNIC to their partners and supply chain via direct communication.

80

# BUILDING THE COMMUNITY



Be relevant to the community and accessible to new members

Identify and promote best practices of business integrity within and outside the UNIC.

1. Organise business breakfasts on specific topics of integrity for the members of UNIC (online version might be considered).

1

2. Organise open events on specific topics of integrity to relevant stakeholders.

3

# BUILDING THE COMMUNITY



Be relevant to the community and accessible to new members

Carry out a members survey on corruption risks to explore the root-causes and the state of integrity in business.

1. Prepare a survey on corruption risks.

1

2. Survey the members and gather the data for analysis.

60

3. Prepare articles or white paper and present the results to the members (and the media if not sensitive).

1

4. Prepare next steps based on the data received.

plan

# BUILDING THE COMMUNITY



Be relevant to the community and accessible to new members

Improve compliance/address gaps identified by assessment of the UNIC Questionnaire prepared by the members of UNIC.

1. Prepare recommendations and set the timeline for improving members' compliance (1 year).

1/4

2. Develop the methodology for verification and approve all contractual arrangements required.

3. Certify members to issue a Logo.

1/4

4. Run an annual audit of the members to renew the right to use Logo.

0

5. Provide trainings to members of UNIC in the areas relevant to the community.

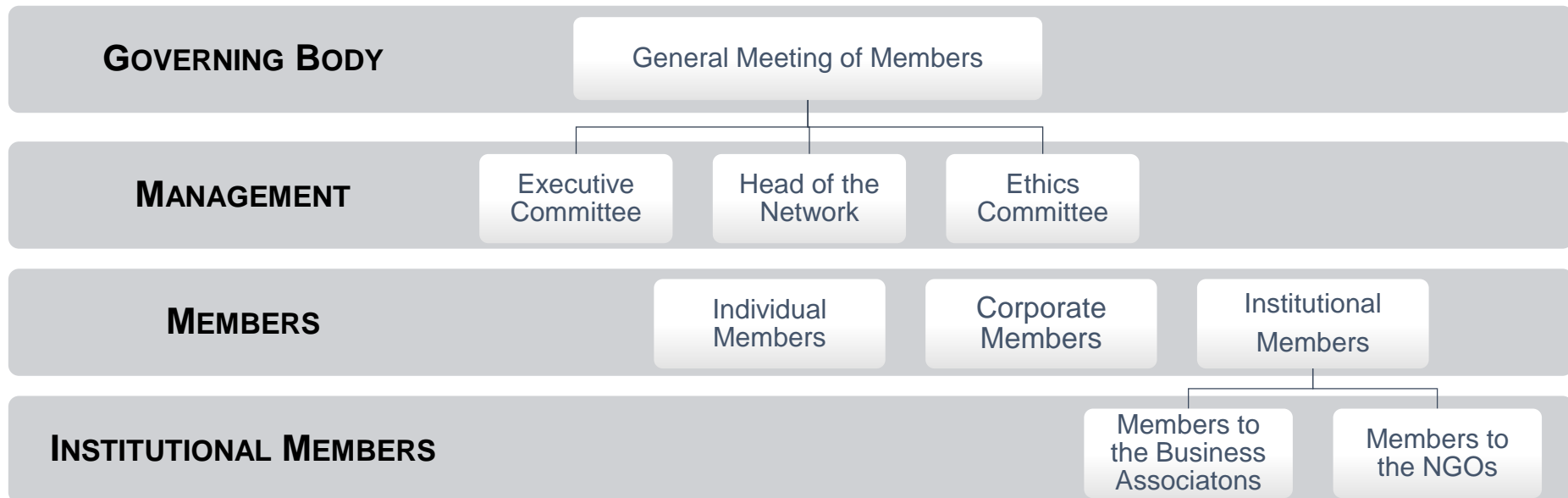
2

6. Develop the templates of policies, programmes, checklists

2



# PROPOSED STRUCTURE FOR UNIC



# STAKEHOLDERS & PARTNERS



Create lasting partnerships with relevant reform-minded public and private sector actors

- Engage with relevant reform-minded leaders, influencers from different stakeholder groups
- Identify key risks and areas for improvement to be addressed by the stakeholder group
- Co-create common initiatives with stakeholders

# STAKEHOLDERS & PARTNERS



Create lasting partnerships with relevant reform-minded public and private sector actors

Engage with relevant reform-minded leaders, influencers from different stakeholder groups.

1. Map, select and prioritise relevant stakeholders for UNIC.

1+

2. Organise separate meetings with selected stakeholders.

4

3. Organise introductory joint meeting with stakeholders.

1

4. Develop a high-level agreement or memorandum of understanding as a basis for further common initiatives with stakeholders.

2

5. Organise joint meetings with stakeholders on a regular basis.

2

# STAKEHOLDERS & PARTNERS



Create lasting partnerships with relevant reform-minded public and private sector actors

Identify key risks and areas for improvement to be addressed by the stakeholder group.

1. Run a joint workshop on identifying the key risks and areas for improvement.

1

2. Develop internal criteria to enter into partnership.

1

3. Prioritise and choose up to 3 areas to work on throughout the upcoming one year period.

1

# STAKEHOLDERS & PARTNERS



Create lasting partnerships with relevant reform-minded public and private sector actors

Co-create common initiatives with stakeholders.

Initiative 1. Introduce Sectoral Collective Actions - Ethical Standards.

Initiative 2. Building Trust with the Government - Policy Advocacy.

Set up international cooperation.

# STAKEHOLDERS & PARTNERS



Create lasting partnerships with relevant reform-minded public and private sector actors

Initiative 1. Introduce Sectoral Collective Actions - Ethical Standards.

1. Identify the sector and engage with local business associations.

2

2. Convene a series of half-day meetings/workshops with selected associations

2

3. Prepare industrial integrity standards and practices.

1

4. Run a series of joint events on presenting the standards to the members of associations and the public.

2

5. Assist the association with set up of ethics committee, working group, clubs.

0

# STAKEHOLDERS & PARTNERS



Create lasting partnerships with relevant reform-minded public and private sector actors

Initiative 2. Building Trust with the Government - Policy Advocacy.

1. Identify and connect with the key Government bodies for cooperation to join forces on promoting integrity in the business.

1

2. Co-create a memorandum of mutual cooperation on promoting integrity and idea of ethical and responsible business in Ukraine.

1

3. Organise an event on signing the memorandum with members of UNIC and the representatives of the Government bodies.

1

4. Develop an action plan.

1

5. Create a working group/groups on business integrity (UNIC members).

1

6. Prepare a package of proposals for the Government to improve business environment in the country.

1

7. Present the proposals to the Government in a way of round table discussion with the representatives of the Government and UNIC.

1

# STAKEHOLDERS & PARTNERS



Create lasting partnerships with relevant reform-minded public and private sector actors

Set up  
cooperation.

international

1. Identify the similar collective action abroad and set up a contact with them

1

2. Set up a cooperation and prepare the basis for future common trainings

1



# RAISING AWARENESS

---



## Strengthen local presence in the country

---

- Establish topics and campaigns most relevant to UNIC
- Carry out an annual research on public attitude towards integrity and organise dissemination
- Establish Business Integrity Course

# RAISING AWARENESS



## Strengthen local presence in the country

Establish topics and campaigns most relevant to UNIC.

1. Share good case practice and success stories of UNIC on regular basis. 26
2. Identify positive examples of business integrity in the UNIC community. 5
3. Share positive examples through external communication. 2
4. Arrange a conference and General Meeting of members. 1/150
5. Present the annual report. 1
6. Create platforms for knowledge exchange on business integrity within and outside the UNIC. 2
7. Send regular newsletter for members and stakeholders 4

# RAISING AWARENESS



## Strengthen local presence in the country

Carry out an annual research on public attitude towards integrity and organise dissemination.

1. Prepare a questionnaire on integrity.

-

2. Survey the number of respondents required for representative survey.

-

3. Organise a press conference to present the results to the society together with relevant stakeholders (f.e. representative of UNIC, Minister of Economy, Head of TI international, Business owner).

-

# RAISING AWARENESS



## Strengthen local presence in the country

Establish Business Integrity Course.

1. Make a feasibility study among members.

1

2. Develop the program, discuss with the members, stakeholders.

3

3. Adopt the programme at the General Meeting of members.

1

4. Deliver trainings to targeted companies.

0



## Build financial and reputational stability

---

- Develop a sustainable business model for UNIC



## Build financial and reputational stability

Develop a sustainable business model for UNIC.

1. Ensure proper financial culture.

3/4

2. Ensure transparency and accountability for stakeholders and donors.

1

3. Identify alternatives for financing and applying for them.

1

# To sum up...

---



## BUILDING THE COMMUNITY

Be relevant to the community and accessible to new members

## STAKEHOLDERS & PARTNERS

Create partnerships with relevant reform-minded public and private sector actors to enable multi-stakeholder initiatives

## RAISING AWARENESS

Strengthen local presence in the country

## ORGANISATIONAL SUSTAINABILITY

Build financial and reputational stability



**LET'S DISCUSS**

