EY

EY

THE BUSINESS PLEDGE

PROMOTING INTEGRITY

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PEARL
INITIATIVE

PROMOTING INTEGRITY

1. WHAT IS THE INITIATIVE THAT THE ORGANIZATION HAS ESTABLISHED?

In a world where previously lauded business models are changing, the integrity of an organisation becomes the most integral drive towards ethical business practices. According to the 15th Global Fraud Survey 2018, the Integrity Agenda was initiated by EY to reduce the gap between an organisation's "Intentions" and "Organisational Agenda". It is a framework of four core elements and helps to bridge the gap between a business' intentions and its behaviour.

4. WHAT WAS THE IMPACT THE INITIATIVE HAD ON THE ORGANIZATION?

This initiative has produced extremely positive impacts for many of the organisations that EY works with. It helps companies examine their compliance activities in relation to where they actually are in practice and has proven to be a really useful tool to align individual actions with organisational objectives.

2. WHAT WAS THE MOTIVE FOR ESTABLISHING THIS INITIATIVE?

The main motive behind the development of the Integrity Agenda is that it makes it easier for EY to help their clients to operate, and avoid penalties and reputational damage by focusing on organisational activities around culture, governance, controls, and data insights. It helps enable a business to stay true to their mission and vision, and to maintain the ethical norms of the organisation.

3. WHAT WERE THE WAYS IN WHICH THE ORGANIZATION IMPLEMENTED THE INITIATIVE?

The Integrity Agenda consists of four foundational elements that help align an individual's actions with an organisation's objectives. These are set out below:

• Good governance, with leaders setting the right example from the top and everyone knowing who is accountable and for what,

• A culture focused on honesty,

• Effective controls for managing fraud and compliance risks by using the latest technology, and

• Data insights using predictive analytics and artificial intelligence.