



NESMA HOLDING

THE BUSINESS PLEDGE

PROMOTING INTEGRITY

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

Nesma has established their code of conduct to serve as a guide and reference for all employees in their daily business dealings with customers, vendors, business partners, colleagues, and community stakeholders. Through the code of conduct, Nesma was able to establish a great work environment, better methods to deal with conflict, rules against bribery/fraud, whistleblowing policies etc, which in turn impacts its reputation as a leader in building a culture of integrity, honesty, and fairness. This initiative has been implemented and is continually being reviewed and updated to ensure better practices within the organisation.



2. WHAT WAS THE MOTIVE FOR ESTABLISHING THIS INITIATIVE?

'You are your actions', similarly, a company's policies speak volumes on what a company stands for and believes in. Consistent truthfulness in actions, healthy work environments and policies for the benefit of employees makes good business sense and establishes the fact that employees, regardless of the position in the company are accountable for their actions, making the company more respected and aware.

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

The way in which the code of conduct was implemented positively influenced the awareness and sense of belonging amongst Nesma's employees and their wider stakeholder groups. Moreover, its successful track record contributed to the enhancement of the organisation's reputation amongst its client base and the wider community.

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

With 5 countries, 8 sectors and 30,000+ employees, implementing the code of conduct

is not easy to go about. In recognition of this, the organisation has devised a plan as follows;

- 1- Define the culture: Describe in writing what the work environment is, what conflict of interest looks like and what ethical principles to uphold.
- 2- Spread the culture: Make sure every employee is aware of the code of conduct.
- 3- Monitor implementation: Track how our programmes are doing to establish the right environment and adjust accordingly where needed in a process of continuous improvement.