



Fostering a Corporate Culture of **Accountability** and **Transparency**

## **Outcome Report**

# **Business Pledge: Promoting Integrity**

**Date:** Tuesday, 12<sup>th</sup> October 2021

**Location:** Zoom Platform

### Facilitated by:

Rana Abdullah Zumai – Head of Corporate Communications - Executive Manager at NESMA group

### Delivered to:

University of Bahrain – Bahrain

### Attendees:

338 undergraduate & graduate Students

### Key Takeaways:

The Pearl Initiative's Business Pledge programme was established in 2016 to bring Gulf Region's business leaders and students together to showcase initiatives that promote sustainable growth based on good corporate governance practices.

To underline the commitment that already exists in this region and to inspire others to act, the Business Pledge session is to call upon senior business leaders in the Gulf to commit to adhering to the principles of ethical and responsible conduct when interacting with society through meeting university students on an annual basis.

In this session, Auriel Rawling, who is an expert in the field of "Promoting Integrity" and a champion of ethics, explained to students what the main principles of integrity are, its different types and how it is directly correlated to having strong corporate governance.

### Key outcome:

Main outcome of the session is to raise awareness around "Integrity in the Workplace" and how it is important for a strong base of corporate governance, by having leading organisations provide specific examples of the initiatives already being implemented by their businesses in the Gulf Region, to help other businesses and students see the practical implementation of corporate governance policies and the positive impact they will have on a business's growth. This session had over 335 students, which is the highest pledge attendees since its start date.