



**The Ethics and Reputation Society** (Etik ve İtibar Derneği – **TEİD**) is a nonprofit, non-governmental organization founded in 2010, specializing in integrity risk management and anti-corruption efforts. Its mission is to promote and encourage adherence to internationally recognized business ethics principles within the Turkish business environment.

TEİD serves as a **reference point** for private sector companies, aiding them in implementing business ethics principles, and collaborates with the public sector to foster a socio-economic environment that encourages compliance with these principles.

TEİD's vision is to initiate and disseminate a cultural shift in the Turkish private sector and to train compliance officers capable of effectively managing integrity risks for their respective companies. To achieve this, TEİD conducts regular surveys within the business community to gather data on corruption and integrity.

Moreover, TEİD develops and delivers courses and online training modules, organizing "Corporate Ethics and Compliance Management Training Programs" to educate and certify professionals in the private sector. TEİD designs tools for compliance officers, devises strategies for stakeholder engagement, executes communication plans, and manages events to enhance visibility and effective communication.



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TEİD has more than **230 corporate members**, collectively generating a total annual income that surpasses **15% of Türkiye's GDP** and employing over 1,000,000 people. All corporate members are signatory of **TEİD's Integrity Pledge**, which constitutes Türkiye's largest **cross-sectoral collective action initiative**.

TEİD also advocates for the professionalization of ethics and compliance managers. It has created the profession's profile, description and the Vocational Standards for Ethics and Compliance Managers in collaboration with Ministry of Labor and Social Security and the Turkish Vocational Qualifications Authority. The official "**Ethics and Compliance Manager National Profession Standards**" (**level 6**), **occupational standard** were published in the Official Gazette in June 2018; delineating the roles, responsibilities, requirements, working conditions, tools, equipment, and codes of conduct pertinent to an Ethics and Compliance Manager. These standards also encompass measurement, evaluation, and documentation systems.

Simultaneously, TEİD established the "**Corporate Ethics and Compliance Management**" training program, launched on November 2016, which has completed its 14th edition, certifying over 420 ethics and compliance managers in Turkey. The program comprises a 53-hour curriculum along with a practicum to be presented at its conclusion.

## Turkish Integrity Center of Excellence (TICE)

The aim of the “Turkish Integrity Center of Excellence” (TICE) project, which is the first “Center of Excellence” in the world, is to raise awareness about business ethics and to ensure the proliferation adoption of the profession of “Ethics and Compliance Manager’ by companies in the private sector. TICE was established by TEİD to create sustainable local capacity. The project has been supported by the “Siemens Integrity Initiative”.

Enterprises rarely have the appropriate expertise to implement internationally developed principles and standards on anti-corruption and good governance. Due to inconsistent data on the socio-economic impact of corruption in the leading sectors of the local economy, evaluation of improvements can hardly be done at all.



Turkish Integrity Center of Excellence by @TEID

Many companies have quite a variety of ethical standards, but what they do not have is a compliance program that transforms these standards into the basis of their written corporate culture. As a result, business ethics remains a social skill for companies, rather than a value and an asset that needs to be measured, reported, and effectively managed. TICE’s vision is to create a cultural change in the Turkish private sector and to train compliance officers effectively managing integrity risks for their companies.

## Private Sector Collective Action Center (ÖSKEM)

ÖSKEM, aiming to create a holistic approach in the field of ethics and compliance in the private sector, is supported by the Center of International Private Enterprise (CIPE)



Özel Sektör  
Kolektif Eylem Merkezi

## Next Gen Ethical Leaders

Believing that ethical principles should be inclusive of the whole society not only today but also in the future in accordance with the principle of sustainability, TEİD aims to make the younger generations think about the concept of ethics that is among the dynamics of the global business world in more detail.

In this direction, TEİD continues its work in schools for young people aged between 15 and 19 to internalize ethical principles. At the same time, TEİD, in cooperation with universities, hosts lectures on “Business Ethics and Compliance”, shares ethical and compliance practices in the business world with university students, and also promotes the profession of “Ethics and Compliance Manager”.



## INguide

A series of booklets published by TEİD on diverse topics, to guide companies/professionals in the field of ethics and compliance.

- Ethics Code
- Ethics Culture
- Ethics Committee Guideline
- Combatting Corruption for SMEs
- Whistleblowing Information/Hotline
- Social media
- Guide to Ethics Reporting
- Conflicts of Interest
- Monitoring and Evaluation
- Gift, Hospitality and Entertainment
- Competition Law
- Cyber Ethics and Compliance Guide
- Guide to Internal Investigations
- Third Party Bribery and Corruption Risk Management Guide
- Donation Guide
- Anti-Bribery and Anti-Corruption Guide Handbook for Business Partners Third Parties
- The Ethics and Compliance Manager Guide According to National and International Vocational Standards
- Case Studies - 1
- Case Studies - 2

## INbooks

A series of reference books on business ethics related topics, such as business ethics, compliance, sustainability, transparency.

- The Honest Truth About Dishonesty,, D. Ariely
- What Money Can't Buy, J. Sandel
- How to Pay a Bribe, A. Wrangle & S. Wirz, TRACE International
- Social Responsibilities of Management Boards, Dr. Y. Argüden
- Introduction to Business Ethics, K. Gibson
- The Rise of Business Ethics, B.Mees
- Anti-Corruption Compliance – A Guide for Small and Mid-Sized Organizations, G. Aiolfi
- Corporate Diplomacy: Building Reputations and Relationships with External Stakeholders, W. J. Henisz
- Atatürk's Ethical Legacy, Hikmet Özdemir

## INmagazine

The first and only business ethics magazine in Turkey. As of March 2024, 33 magazine issues have been published with more than 420 articles by nearly 70 authors. The magazine can be reached online.

## INaction

Collective actions implemented through TEİD's efforts to ensure that anti-corruption policies and business ethics standards are adopted by the companies operating in the Turkish private sector.

## INboard

A web page to share Ethics and Compliance career opportunities.

## selfIN

An online & printed checklist guiding companies on their business ethics and compliance risk management needs.

## INtools

An online self-assessment tool measuring corporate ethics and compliance management programs.

## INtube

YouTube channel where recordings of TEİD webinars, summits and events are published.

## INblog

An online platform where articles are shared on topics such as anti-corruption, business ethics, compliance, sustainability, etc.

## INplatform

A series of events such as meetings, webinars, seminars, summits open to all TEİD network & stakeholders.

## INscuola

A training center where comprehensive training programs & research are conducted in the field of Ethics and Compliance Management.

## Ethics Glossary

Turkish and English glossary consisting of terms and their meanings used in ethics, compliance, and reputation.



# CORPORATE MEMBERS



# CORPORATE MEMBERS



## As Ethics and Reputation Society, we shall declare that

in all our activities, we comply with the national legislation to which we are subject and all international agreements and binding legislation to which the Republic of Turkey is a party. We do not only aim to comply with the law, but also aim to apply the highest ethical principles in our business processes.

We show due diligence to ensure that the statements we make and the reports we provide are truthful, and we present the relevant information in an accurate, understandable, and timely manner.

We regard the protection of personal data as a fundamental human right, and we take all necessary legal and technical measures to protect the personal data of our stakeholders in our business processes.

We adopt honesty, transparency, accountability, and fairness as our core values in all our business processes and relationships.

We aim to prepare not only rule-based but also principle-based company policies and procedures, and we prioritize ethical decision making and ethical leadership as our basic expectation from our employees. We show maximum effort and care so that business ethics becomes the primary element of our written corporate culture.

We equip our employees with awareness, rules and practices that will keep them away from conflicts of interest, we provide the necessary training and communication for our employees to be aware of conflicts of interest, we provide necessary controls and systems for the management of conflicts of interest, and we strive to create a culture of expression within the organization.

We prohibit our employees from receiving gifts, entertainment, hospitality, and other benefits that may affect the impartiality in decision-making and behaviors, and for the same purpose, our employees and third parties do not offer anything that may affect the impartiality in decision-making and behaviors of stakeholders in both public and private sectors.

While carrying out our activities and transactions, we take an equal distance with all kinds of public institutions and organizations, administrative formations, non-governmental organizations, and political parties without any expectation of benefit.

We do not cause or condone any monetary or non-cash corruption in our transactions, and we equip our employees and third parties with awareness, controls, and practices to effectively fight against corruption.

We do not engage in unfair competition, we pay regard to the protection of fair competition and consumer rights, and we develop all our practices in this direction.

We do not engage in unregistered, forced or child labor employment; we fight harassment and mobbing, we pay regard to the health and safety of employees, we support fair employment with our principles of diversity and inclusion in employment.

We support activities that will contribute to economic and social development and increase the value and reputation of the company in a way that will improve the investment in our country. We are aware that every member of the society should have the right to live in a healthy and balanced environment, and we take the necessary steps to improve the environment, protect environmental health and prevent environmental pollution.

We develop practices that will ensure that all these business ethics principles, understandings and practices are spread across all our spheres of influence, including our employees, customers, business partners and third parties.

Declaring our support for the United Nations Global Compact, Sustainable Development Goals and the United Nations Guiding Principles on Business and Human Rights, we reflect our willingness to comply with these principles in our administrative structure and company policies.



TEİD aims to disseminate and advocate practical solutions that transform intent into impact by building alliances against corruption and leveraging Collective Action Initiatives for MNCs and their local third-party partners.

TEİD has introduced integrity pledges in several sectors and areas to level the playing field. By those Collective Action initiatives, TEİD had a significant positive impact on clean market conditions in the respective sectors or areas.

TEİD scope extended thanks to partnerships with local, sectoral organizations gave the domino effect expected as TEİD doesn't only act on behavioral change for TEİD members but also their potential local third-party companies.

Some collective action examples based on the prepared sectoral & professional ethics standards of leading associations:

- **Ethics and Reputation Society (TEİD)** : “**TEİD’s Integrity Pledge**” which was prepared and first signed by all corporate members of the association in 2021; is the largest cross sectoral collective action of Türkiye and the region in integrity and business ethics field. Current signatories are reached to 240 companies.
- The **Association of Listed Companies' Executives (KOTEDER)** : “**Publicly Traded Companies Ethics Standards**” prepared and signed & implemented in cooperation with TEİD.
- **Turkish Investor Relations Society (TÜYİD)** : “**Investor Relations Professional Ethics Standard**” prepared and signed & implemented in cooperation with TEİD.
- **İstanbul Customs Brokers Association (IGMD)** : “**Customs Brokers Professional Ethics Standards**” among the UNGC’s “A Practical Guide for Collective Action against Corruption” 2015 initiative examples prepared and signed & implemented in cooperation with TEİD.
- **Direct Marketing Communicators Association (DPİD)** : “**Direct Marketing Communicators Professional Ethics Standards**” prepared and signed & implemented in cooperation with TEİD.
- SEDEFED (the **Federation of Sectoral Associations**) : “**Ethical Declaration on Business Ethics Principles**” of the Federation, which represents nearly 50 different leading and diverse sector associations, prepared and signed & implemented in cooperation with TEİD and and TEİD’s corporate member KPMG Türkiye team.
- **Turkish Shipowners Association (TAB)** : “**Turkish Shipowners Code Of Ethics**” prepared and signed & implemented in cooperation with TEİD. This set is guiding principles summarizing the responsibilities of the members of the association to their employees, business partners, other institutions in the sector and reflecting their core values and principles.
- **Turkish Miners Association (TMD)** : “**Responsible Miner Initiative**” prepared and signed & implemented in cooperation with TEİD. Together with the principles, an internal assessment protocol has also been shared with member companies. In addition, a checklist has been prepared for the sector.
- **PERYÖN (Turkish Human Management Association)** : “**PERYÖN Business Ethics Principles**” prepared and signed & implemented in cooperation with TEİD and TEİD’s corporate member KPMG Türkiye team.



The TEiD Academy established within the society in 2016. Its aim is to provide professionals interested in receiving education in ethics and compliance, or enhancing their skills in these areas, with international-level training and access to current knowledge. Operating in the fields of ethics, compliance, and reputation management with various types of training, TEiD Academy takes pride in being a reference center in its domain.



## “Corporate Ethics and Compliance Management” Training Program

The "Corporate Ethics and Compliance Management" Training Program is a 53-hour course that blends the content of its international counterparts and adapts it to Turkish country's context. Since its inception in 2016, the program has completed its 14th edition, with over 50 trainers involved and more than 420 professionals graduating.

### Corporate Training Programs

Corporate Training Programs: Under the umbrella of the TEiD Academy, TEiD also offer tailored Corporate Training programs for organizations. These training sessions can include seminars, discussions, conferences, webinars, workshops, "Ethics Day/Week" events, or awareness activities tailored to the ethical and compliance topics intended for the employees and/or business partners of the organizations.

### Modular Training Programs

Planned as half or full-day sessions, modular training aims to specialize in specific topics and reinforce knowledge in requesting organizations through practical workshop activities.

### Company Customized "Corporate Ethics and Compliance Management" Training Program

This program is specifically tailored for ethics and compliance managers working within a particular organization. The training program is prepared in coordination with the specific needs of the company.

