

# Video 2: Collective Action & clean markets. What benefits can Collective Action Initiatives bring to markets and society?

Insights from the 3rd International Centre for Collective Action Conference: Evolution to Revolution. November 2018

The conference was held by the Basel Institute on Governance with support from the Siemens Integrity Initiative, KPMG and Hughes, Hubbard & Reed. See [www.collective-action.com/conference2018](http://www.collective-action.com/conference2018).

## Transcript

**Sabine Zindera, Vice President, Legal & Compliance, Siemens:** Collective Action is a great tool to open up new markets. It's about the joint fight against corruption and bringing allies together for one common goal, and that is cleaning up markets for great business for the benefit of all.

**Robin Hodess, Director, Governance Transparency, The B Team:** For me, Collective Action is about building sustainability into all the work that we're doing to end corruption and address a lot of other global challenges. So it means that we're building systems and processes and approaches that involve of course the business community and governments and civil society, working together to really try to lift up in a virtuous circle to make sure that when we address the challenges, we'll have long-term success and real change on the ground.

**Soji Apampa, CEO, Convention on Business Integrity:** The highlight really is that Collective Action seems to have come on age. It's not a fad. It's not a nice-to-have. I think it's putting the private sector bang in the middle of anti-corruption work. And I think it's very important today where there are governments who citizens look to, to do something about corruption, who are failing in that area. It is better aligned with incentives of business to do it in their interest and in the interest of their consumers.

**Shabnam Siddiqui, Director, Centre of Excellence for Governance, Ethics and Transparency, UN Global Compact Network, India:** The most valuable aspect of Collective Action, as the Secretary-General António Guterres says, is that businesses have a lot of solutions and appetite, they work on innovation. That when combined with state and non-state actors really leads to more buy-in from stakeholders.... as well as helps in sustaining any kind of initiative that gets rolled out.

**Qusay Salama, Project Director, Integrity Network Initiative, Egyptian Junior Business Association:** We think it also allows us to do the interventions in the area of anti-corruption or ethics and convincing SMEs

and getting their buy-in to put compliance standards. It also allows us to collectively, through the members, spread awareness and join other multi-stakeholders in our efforts.

*The Siemens Integrity Initiative supports Collective Action around the world:*

- *USD 100 million fund*
- *Over 15 years*
- *USD 75 million invested so far*
- *To support 55 projects*
- *In more than 20 countries*

**Sabine Zindera, Vice President, Legal & Compliance, Siemens:** The Siemens Integrity Initiative is based on the settlements with the World Bank and European Investment Bank. We have funds of more than 100 million and have so far invested into 55 projects all around the world and committed 75 million US dollars. If I may, look at that, here is a bouquet of flowers and our partners all around the world is a real nice bouquet of flowers and they all fight for clean markets. That is very important as that is so urgently needed for our joint activities.

**Closing slide:** Supporting clean markets through Collective Action. Collective Action against corruption is good for business and good for development. To find out how to launch or join an initiative in your area, visit the B20 Collective Action Hub. [www.collective-action.com](http://www.collective-action.com)

## About the International Centre for Collective Action

The Basel Institute on Governance launched the International Centre for Collective Action (ICCA) in 2012. It builds on the Basel Institute's decade-long track record of support to and research into Collective Action initiatives against corruption. The ICCA serves to formalise and further strengthen the impact of this engagement.

The purpose of the ICCA is to assist companies and other concerned stakeholders in enhancing their ability to reduce the risk of corruption through Collective Action.

Highlights so far include:

- Founding and current Member of the Board of the World Economic Forum Partnering Against Corruption Initiative (PACI).
- Founding and current member of the Wolfsberg Group on Money Laundering.
- Founder and facilitator of several sectoral Collective Action initiatives, including in the defence, logistics and transport, art trade, finance, and transport & energy sectors.
- Development of the High Level Reporting Mechanism, in collaboration with the OECD and Transparency International.
- Facilitation of a high-level Collective Action anti-corruption initiative in Ukraine.

The ICCA is partially funded through a grant by the [Siemens Integrity Initiative \(SII\)](#) and through Basel Institute core funding. Additional funding comes from members of sectoral Collective Action initiatives moderated by the ICCA and sponsorship from global companies actively engaged in anti-corruption Collective Action.

Institutional partners of the ICCA include:

- International Anti-Corruption Academy
- Organisation for Economic Cooperation and Development
- TRACE
- Transparency International
- World Economic Forum
- Universidad de San Andrés, Argentina.

## B20 Collective Action Hub

The B20 Collective Action Hub is a platform that:

- facilitates Collective Action initiatives;
- builds knowledge;

- informs;
- facilitates policy dialogue and peer learning.

In 2013, the B20 mandated the ICCA to develop and maintain this hub, in partnership with the UN Global Compact and the ICCA's institutional partners. The hub marks a significant development in the international efforts to combat corruption. It offers tools and a forum for businesses to take concrete steps to jointly step up against corruption and strengthen good business practice. It also offers a space for businesses and governments to collaborate in this endeavour.

[www.collective-action.com](http://www.collective-action.com)

## Contact the ICCA team

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