



WBI's Executive Development Program

## Fighting Corruption through Collective Action in Today's Competitive Marketplaces

Businesses using collective action have competed successfully – without paying bribes – in sectors and geographies at high-risk for corruption. This program features successful collective action examples and offers practical guidance for both corporate decision makers doing business in these high risk situations, and government officials responsible for policy and management of effective and corruption-free government finance.

### Why This Workshop Is Different

- This program is practical, not conceptual.
- Participants will get access to an anti-corruption peer network and the support of leading anti-corruption organizations.
- Participants are those directly facing business-disruptive corruption issues and public officials fighting corruption in government transactions.
- Program presenters are experts with “hands-on” collective action and/or anti-corruption experience. The program is presented by the World Bank Institute and an alliance of companies, NGOs and other organizations focused on fighting corruption in the marketplace.
- The curriculum emphasizes proven business solutions to increase business and to prevent corruption at the source; it is not focused on law and regulation.

### What is Collective Action?

“Collective Action” applied to anti-corruption involves cooperation among market participants, which helps create and maintain fair market conditions.

### Who should attend?

This Executive Development Program is beneficial for business people and public officials who encounter corruption and need practical tools to solve this problem. Professionals responsible for developing anti-corruption policies or managing critical government acquisitions or projects will learn about potential solutions that can help them in their work.



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# What to Expect

The program will provide guidance to:

- **Executives** on reducing corruption risks and related costs when doing business in high risk markets, thereby helping to avoid reputational damage, fines, debarment proceedings, and other costs which can result from regulatory enforcement.
- **Public officials** on the benefits of collective action to reduce corruption and increase governance effectiveness, thereby improving their country's competitiveness and enhancing its reputation as a place to invest.

# Program Agenda

## JUNE 8

**EVENING RECEPTION** Welcome and Keynote

## JUNE 9

**LECTURE** Costs of Corruption and Enforcement: The Business Case for Action

**NETWORKING SESSION** World Café

**LECTURE** Understanding Collective Action: An Overview of Approaches and Best Practices

**PRESENTATION AND EXERCISE** The Internal and External Dynamics of Collective Action: How To Get Started

**PRESENTATION AND EXERCISE** Voluntary Anti-Corruption Standards: What works? What doesn't?

**KEYNOTE INTERVIEW** Why Did General Electric, Wal-Mart and PepsiCo join BELA?

## JUNE 10

**LECTURE** How to Partner with Third Parties in Anti-Corruption Efforts

**SCENARIOS** Collective Action Scenarios: What Would You Do?

**PRESENTATION AND EXERCISE** Strategic Business Advocacy: How to Reform Laws and Create a More Transparent and Competitive Operating Environment

**PRESENTATION AND EXERCISE** Mitigating Corruption Risks: How to do Compliance Smarter through Collective Action?

**CASE STUDY** Engineering Remediation Efforts: The Case of Siemens

**NETWORKING SESSION** Starting Your Own Initiative!

## JUNE 11

- OPTIONAL TRACK WORKSHOPS**
- How to Ensure Transparency in Procurement? Learn How to Implement Transparency Pacts
  - How to Improve Effectiveness and Credibility of Collective Action? Learn How to Set Up Effective Enforcement and Verification Mechanisms

## Pre-workshop Activities

See [www.fightingcorruption.org](http://www.fightingcorruption.org) for details on a collective action best practice submission contest for practitioners and an essay competition for students and young professionals. Awards include free participation to the Executive Development Program.



## When?

8–11 June 2009

## Where?

World Bank Headquarters  
Washington, D.C.

## Cost?

US\$1,450 per person; the optional workshop on June 11 is an additional US\$500

## Conference Points of Contact

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+1-202-473-2193  
[www.fightingcorruption.org](http://www.fightingcorruption.org)

*Programs, dates, fees and presenters are subject to change.*

# Partners



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