

TRUST IN BUSINESS INITIATIVE

OECD DIRECTORATE FOR FINANCIAL AND ENTERPRISE AFFAIRS

TRUST IS A STRATEGIC ISSUE FOR BUSINESS

Successful corporations maximising value in today's market pursue environmental, social and governance practices and adapt to rapidly shifting public expectations. Trust is a key element to success in the 21st century. The OECD's Trust in Business initiative brings together corporations, governments and civil society members committed to strengthening trust in business. The initiative will deliver impact through collective action, informed dialogue and catalyse policy recommendations to ensure long-term value is at the centre of every corporation.

TRUST AS A LEVER FOR GROWTH

The global environment has shifted: heightened interconnectivity, rising inequalities, slowing productivity, environmental degradation, corruption, disruptive technological innovations, and re-shaping regional-global dynamics are transforming the role of business in society. Trust in business and institutions is declining: 48% of people do not trust business to "do the right thing" according to the 2018 edition of the Edelman Trust Barometer.

Generating trust is a key factor for establishing conditions of economic development, including the efficient allocation of capital, innovation, productivity, and business relationships. Government reforms and investors targeting long-term returns are driving corporates to reflect on whether they are meeting social expectations on business conduct and outcomes, and to reconsider governance and decision-making models.

The Trust in Business initiative examines how corporate governance models and market incentives for business decision-making respond to the expectations of society in meeting current and future challenges.

"Effective implementation of key OECD standards such as the Anti-Bribery Convention, the MNE Guidelines and the Principles of Corporate Governance is critical to ensuring trust in business and promoting a level playing field for companies."

Angel Gurría
OECD Secretary-General

A BUSINESS SOLUTION

The initiative promotes coordinated action to strengthen trust in business through public-private cooperation, in the following areas:

1. Promoting partnerships

The Trust in Business Network (TriBuNe) is a global public-private community committed to strengthen trust in business to level the playing field and ensure long-term value creation. It gathers leaders from the private sector, state-owned enterprises, investors, governments and civil society organisations committed to championing responsible leadership, fostering environments of integrity and developing innovative insights to improve trust.

2. Capacity building solutions

Drawing on international treaties and guidelines developed by the OECD, business and governments co-design and implement solutions to foster greater trust. The initiative facilitates capacity building in the private and public sector based on international best practice. As key advisors to global policy platforms (for instance the G20/B20, G7, APEC, the Global Deal), and working alongside international organisations, the Trust in Business initiative scales solutions globally, while reflecting sectoral or regional specificities.

For instance, Trust in Business is a founder of the *Compliance without Borders* programme, which aims to strengthen trust through public-private cooperation to reduce corruption. The approach envisages the temporary secondment of compliance experts to state-owned enterprises to build quality compliance systems and a culture of integrity.

3. Ensuring implementation of guidelines and standards

Building on the OECD's comprehensive body of expertise and leading international standards for business conduct, the Trust in Business initiative provides information and tools to strengthen trust in business.. Analytical work and informed multi-stakeholder discussions contribute to policy recommendations on improving trust in business.

For instance, the Trust in Business initiative works alongside stakeholders to improve due diligence in energy supply chains, or governance of professional services. It explores new methods, metrics and guidance that ensure a level playing field, so that businesses can meet societal expectations and compete on good conduct.

4. A forum for co-operation and collaboration

The OECD and partner organisations convene high-level forums to engage in the wider policy debates and support the rapid development of actions for broad impact. Regional forums tailor issues and solutions to distinct environments and industries.

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oecd.org/corporate/trust-business.htm

