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WORLD BANK INSTITUTE COALITION LAUNCHES BUSINESS GUIDE ON FIGHTING CORRUPTION

A coalition of businesses, NGOs and international organisations led by the World Bank Institute (WBI) produces a practical business-oriented collective action guide and web portal.

Recent research shows that global corruption can add as much as 20%- 25% to the costs of public procurement but many companies are still faced with the dilemma of either paying bribes to win business or withdrawing from high-risk markets.* However, practical help is now at hand.

The World Bank Institute today released "Fighting Corruption through Collective Action - A Guide for Business." Created to help companies fight back against the insidious impacts of corruption, the Guide, and its companion web portal, outlines proven methods to fight marketplace corruption through **Collective Action** between business and other stakeholders.

Organised by the World Bank Institute, the coalition is made up of NGOs and multilateral organisations including Grant Thornton member firms in UK, Canada and USA, Siemens, United Nations Global Compact, Center for International Private Enterprise (CIPE), Transparency International and Global Advice Network.

"The purpose of this guide is to establish a level playing field and assist firms who would otherwise have to abandon doing business in a corrupt environment", says Djordjija Petkoski, Programme Leader, WBI. "It should become a staple component of a company's approach to promoting ethics and to managing the risk of fraud and corruption. Equally, the guide should also be of interest to enlightened governments and other organisations which share the goals of eliminating corruption from business dealings."

"Companies are rightly concerned about the costly damage to their brand and reputation if they become associated with bribery and other forms of corruption. This guide will prove invaluable to business and compliance managers and not just in multinational companies but small and medium sized enterprises as well," says Sterl Greenhalgh, Head of Corporate Fraud Investigations at Grant Thornton UK and one of the members of the collective action guide working group.

Collective Action in practise

This toolkit and interactive web portal provide multiple options to combat corporate corruption based on proven "how-to" examples from many regions and sectors. Cases from Ecuador, Germany, Mexico, Pakistan and other countries are detailed in the guide.

The guide and web portal will be launched at the ICC - Commercial Crime Services annual seminar in London later today. Through the portal, the World Bank Institute-led group will continue to support and report upon the use of collective action going forward.

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Notes to editors

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*Please consult Transparency International on the link below for further detail on the costs of corruption in public contracting.

http://www.transparency.org/global_priorities/public_contracting

**To view details on all core working group partners of the Guide and to consult the "Fighting Corruption Through Collective Action - A practical guide for Business" please consult www.fightingcorruption.org

***The following partners were involved in compiling the guide and web portal:

The World Bank Institute: The World Bank Institute (WBI) is the capacity building arm of the World Bank Group. Combining participatory action-oriented learning, technical assistance, and the power of data, WBI, in collaboration with other units in the World Bank Group, supports countries in improving governance and controlling corruption. With regards to the private sector, WBI facilitates the growing efforts of companies and business associations to integrate anti-corruption measures into their corporate governance and strategy, and engage more actively in the fight against corruption both as advocates for good governance and through Collective approaches.

UN Global Compact: Launched in 2000, the UN Global Compact brings business together with UN agencies, labor, civil society and governments to advance ten universal principles in the areas of human rights, labor, environment and anti-corruption. Through the power of collective action, the Global Compact seeks to mainstream these ten principles in business activities around the world and to catalyze actions in support of broader UN goals. With over 3,600 participating companies and hundreds of other stakeholders from more than 20 countries, it is the world's largest voluntary corporate citizenship initiative.

CIPE: The Center for International Private Enterprise (CIPE) strengthens democracy around the globe through private enterprise and market-oriented reform. CIPE is one of the four core institutes of the National Endowment for Democracy and a non-profit affiliate of the U.S. Chamber of Commerce. Since 1983, CIPE has engaged the private sector in policy advocacy and institutional reform, improving governance, and building understanding of market-based democratic systems. CIPE works with business leaders, policymakers, academia, and journalists to build the civic institutions vital to a democratic society. CIPE has crafted a unique set of development tools that are adaptable to a variety of country conditions and that build the institutional capacity of partner organizations.

Transparency International: Transparency International (TI) is the global civil society organization working to combat corruption and increase accountability in government and international business. With national chapters in more than 90 countries, TI is widely recognized for its unique global reach, high-level engagement with policymakers and the private sector, practical tools and surveys, and extensive experience and credibility in combating corruption and promoting transparency

Global Advice Network: Global Advice Network is an international consultancy based in Copenhagen, Denmark. Global Advice Network is specialized in advising on environmental and corruption issues. Global Advice Network is the initiator and developer of the www.Business-Anti-Corruption.com

portal, a web-based tool which combines in depth country analysis with generic tools for due diligence and integrity systems.

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Siemens AG: Siemens AG is a global powerhouse in electronics and electrical engineering, operating in the industry, energy and healthcare sectors. The company has around 400,000 employees working to develop and manufacture products, design and install complex systems and projects, and tailor a wide range of solutions for individual requirements. For over 160 years, Siemens has stood for technical achievements, innovation, quality, reliability and internationality. In fiscal 2007, Siemens had revenue of €72.4 billion and income from continuing operations of €3.9 billion (IFRS).

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