International Ethics and Business

Gary Strong  BSc (Hons) FRICS FCIarb FCABE FCILA
FUEDI-ELAE
Director of Practice Standards & Technical Guidance
Royal Institution of Chartered Surveyors

Business and markets: Why are ethics important?

Increasing levels of ethical investment

Above: FTSE4Good Index Series started in 2001 and has shown strong growth over past five years.
Right: Research released last year by Smith School of Enterprise and Environment (Oxford University) shows strong links between companies with diligent ESG and improved operational performance
How do professional services and ethics interact?

Professional =

- Impartial
- Objective
- Best practice

WHAT IS A PROFESSIONAL?

- Commits to lifelong learning and professional competence
- Abides by ethical rules and professional standards
- Meets standards and conditions of entry
- Embraces external scrutiny
- Puts the interests of customers ahead of personal gain

Existing global professional ethics

Ethics standards + Universal recognition = Trust Assurance Best practice

Existing global ethics standards:
- Medicine - The Hippocratic oath
- Law - International Bar Association
- Accountancy - International Ethics Standards Board for Accountants (IESBA)
A few examples of existing ethics standards...

Examples of international standards

Ethics

IFRS
IVS
IPMS
ICMS
How do international standards work?

To establish an overarching set of global principles that will re-define the role of ethics in real estate and evolve to meet the needs of today’s global market.

What is the objective of IES?
What is the International Ethics Standard (IES) Coalition?

1. Reflecting the global nature of real estate
2. A profession-led response
3. Seeks to develop uniform ethics principles
IES coalition members who joined between October 2014 and February 2015

How will IES be applied?

- **Ownership:** All coalition organisations
- **Implementation:** Through existing codes
- **Training:** Guidance for professionals

Communicate business benefits
How will business benefit?

- Becoming Partners for IES
- Requesting services of professionals who adhere to international ethics standards

A clearer understanding about the role of ethics in real estate

IES website and Video:- www.ies-coalition.org
Our Mission
To advance and enforce standards in land, property and the built environment, and to promote the usefulness of the profession for the public good

The Five Ethical Standards

- Act with integrity
- Always provide a high standard of service
- Act in a way that promotes trust in the profession
- Treat others with respect
- Take responsibility