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## International Ethics and Business

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## Business and markets: Why are ethics important?

Increasing levels of ethical investment

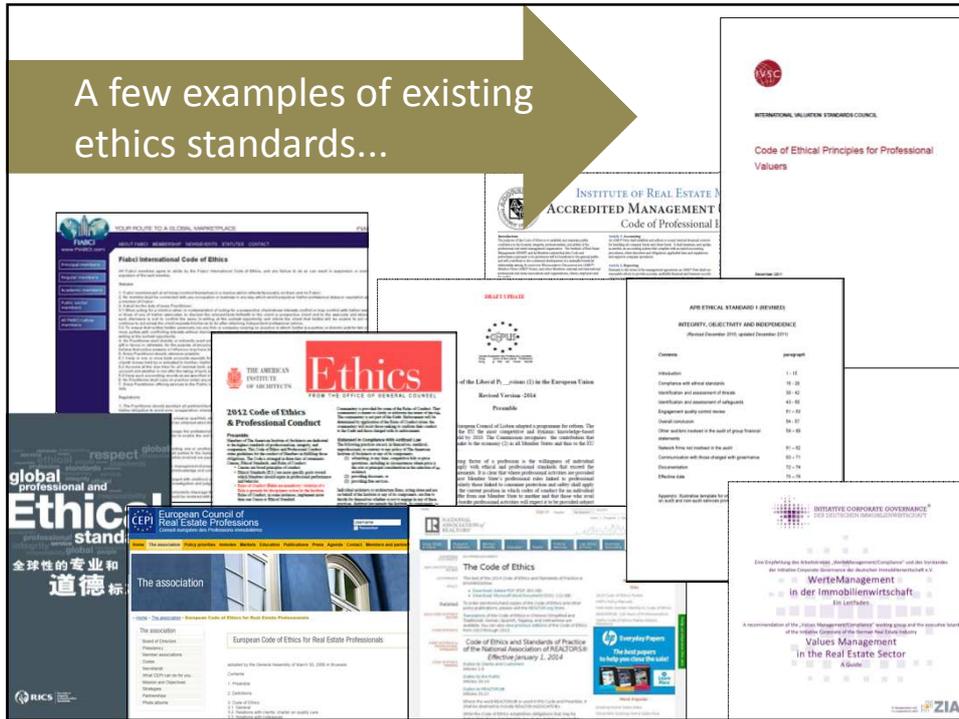
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Above: FTSE4Good Index Series started in 2001 and has shown strong growth over past five years.  
Right: Research released last year by Smith School of Enterprise and Environment (Oxford University) shows strong links between companies with diligent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





## How do international standards work?



## What is the objective of IES?

To establish an over-arching 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.

The complex block features a central image of a globe with a grid overlay, set against a background of financial charts and data. A large blue arrow points from the text on the left towards the globe. The text is arranged in three horizontal sections: a top olive-green section, a middle blue section containing the italicized phrase, and a bottom olive-green section.



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





How will IES be applied?

← Communicate business benefits

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

How will business benefit?

A clearer understanding about the role of ethics in real estate

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

IES website and Video:-  
[www.ies-coalition.org](http://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

 Regulation

**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

 Regulation