

# Video 1: Collective Action: What is Collective Action and what is its value in combating corruption?

Insights from the 3rd International Centre for Collective Action Conference: Evolution to Revolution. November 2018

The conference was held by the Basel Institute on Governance with support from the Siemens Integrity Initiative, KPMG and Hughes, Hubbard & Reed. See [www.collective-action.com/conference2018](http://www.collective-action.com/conference2018).

## Transcript

**Mark Pieth, President, Basel Institute on Governance:** On Collective Action first of all, we've been spending the last 30 years on law enforcement and trying to get law enforcement to work. We kind of forgot that we have to do something more imaginative at the same time. And that's Collective Action. Collective Action was originally companies getting together, defining similar rules and trying to enact them and enforce them. Over time it's become much more complicated, we've tried to involve countries and also civil society.

*A collaborative and sustained process of cooperation amongst stakeholders...* (World Bank definition of anti-corruption Collective Action)

**Robert Klitgaard, Professor, Claremont Graduate University:** So many areas of policy require what different people are good at, what government is good at, what business is good at, what civil society is good at. Increasingly we have partnerships that produce roads and schools and all sorts of things, but the partnerships themselves can be subject to corruption. So we have to use the ideas of what the business group is good at, which is understanding how those systems work and really impinge on business. So we ask them. And then civil society sees what is going on in the roads and sees what is going on in the clinics and schools – we should ask them. And then bring that information together to diagnose ways to move forward.

*...It increases the impact and credibility of individual action...* (World Bank definition of anti-corruption Collective Action)

**Soji Apampa, CEO, Convention on Business Integrity:** For me, Collective Action enables companies to do what none of them could do as an individual company. Maybe because of the prisoner's dilemma or other reasons, but Collective Action makes it possible to overcome something that is critical and important but you can't do on your own.

*...brings vulnerable individual players into an alliance of like-minded organizations...* (World Bank definition of anti-corruption Collective Action)

**Susanne Friedrich, Director, Alliance for Integrity:** We think that Collective Action is the only way to tackle corruption in the context of endemic corruption, because we think that one actor alone is not able to solve the problem so it's important to bring together different stakeholders. To bring them together and get out of their silos, because we've noticed that often private sector and public sector work on anti-corruption but they do it separately. If we think of the big majority of SMEs in developing countries, we see it's a huge task that can only really be done by different actors to really help SMEs to promote integrity and implement compliance programmes at the company level.

*...and levels the playing field between competitors."* (World Bank definition of anti-corruption Collective Action)

**Hentie Dirker, Chief Integrity Officer, SNC Lavalin:** I think SNC Lavalin has decided that it's no longer just good enough to be complying with normal regulations. What we've decided is that we have to go above and beyond in order to stand out and to make sure that as a company it's sustainable. So we took a step back and put together an outreach strategy. This outreach strategy looks at ways to engage in all the regions we operate in, in order to get the best value for us as a company but also to try and level the playing field in the areas that we do business.

**Lisa Miller, Head, Integrity Compliance Office, World Bank Group:** In order to have a level playing field, you need to have all the relevant actors playing by the same rules. And that's where Collective Action can come in.

**Closing slide:** When acting jointly, businesses, civil society and the public sector can more effectively tackle corruption. Find out more at the B20 Collective Action Hub.

## About the International Centre for Collective Action

The Basel Institute on Governance launched the International Centre for Collective Action (ICCA) in 2012. It builds on the Basel Institute's decade-long track record of support to and research into Collective Action initiatives against corruption. The ICCA serves to formalise and further strengthen the impact of this engagement.

The purpose of the ICCA is to assist companies and other concerned stakeholders in enhancing their ability to reduce the risk of corruption through Collective Action.

Highlights so far include:

- Founding and current Member of the Board of the World Economic Forum Partnering Against Corruption Initiative (PACI).
- Founding and current member of the Wolfsberg Group on Money Laundering.
- Founder and facilitator of several sectoral Collective Action initiatives, including in the defence, logistics and transport, art trade, finance, and transport & energy sectors.
- Development of the High Level Reporting Mechanism, in collaboration with the OECD and Transparency International.
- Facilitation of a high-level Collective Action anti-corruption initiative in Ukraine.

The ICCA is partially funded through a grant by the [Siemens Integrity Initiative \(SII\)](#) and through Basel Institute core funding. Additional funding comes from members of sectoral Collective Action initiatives moderated by the ICCA and sponsorship from global companies actively engaged in anti-corruption Collective Action.

Institutional partners of the ICCA include:

- International Anti-Corruption Academy
- Organisation for Economic Cooperation and Development
- TRACE
- Transparency International
- World Economic Forum
- Universidad de San Andrés, Argentina.

## B20 Collective Action Hub

The B20 Collective Action Hub is a platform that:

- facilitates Collective Action initiatives;
- builds knowledge;

- informs;
- facilitates policy dialogue and peer learning.

In 2013, the B20 mandated the ICCA to develop and maintain this hub, in partnership with the UN Global Compact and the ICCA's institutional partners. The hub marks a significant development in the international efforts to combat corruption. It offers tools and a forum for businesses to take concrete steps to jointly step up against corruption and strengthen good business practice. It also offers a space for businesses and governments to collaborate in this endeavour.

[www.collective-action.com](http://www.collective-action.com)

## Contact the ICCA team

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