



NEW THRESHOLDS  
HORIZONS

# The Aftermath of the 8th International Ethics Summit

February 10-17-24 - March 3, 2021





# A Message From The Chairperson

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*Dear esteemed shareholders of the Ethics and Reputation Society,*

As you all know, as the Ethics and Reputation Society, established in 2010, we continue to work with more than 150 corporate members to spread the ethical culture in the business world and raise awareness in society.

As TEID, we define our goal as “supporting the development of our shareholders in business ethics and transferring the experiences of companies with the best practices in a holistic approach to institutions in every corner of our country and becoming a reference and training point.”

The 8th International Ethics Summit was successfully held under the theme of “New Thresholds, New Horizons.” It provided a ground to discuss today’s dynamics along with the conscious capitalism model with shareholder rights, holistic understanding and sustainability at its center.

During the summit, which has now become a global event, we managed to discuss 4 different topics on 4 different days.

Moreover, we had the opportunity to discuss the topics such as Paradigm Shift in Capitalism, The Colors of Diversity from an Inclusive Perspective, “You are as strong as your weakest link” Are you aware of your third-party related risks? and Ethics by Design in Digital Future in depth through keynotes, interviews, and panels with the participation of distinguished speakers.

On behalf of the Ethics and Reputation Society, I would like to thank you for your participation in our Summit.

Best regards,

Ertuğrul Onur  
Chairperson of the Board



# ABOUT TEID

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The Ethics and Reputation Society (TEID) was established in 2010 with the aim of increasing awareness on effective management of ethical and compliance risks, honesty, accountability, and transparency. Its objective was to make business ethics an integral part of the culture of companies operating in our country.

Today, TEID continues working with more than 150 corporate members, which constitute 15 percent of the GDP and provide employment for more than 250 thousand employees, therefore, which are of great importance in their sectors.

Acting on the fact that factors such as responsible citizenship, the efficiency of sustainable production policies, innovation policies, compliance with ethical rules and reputation are significant in defining the success of a company together with financial data. However, TEID also maintains its role as coordinating the private sector in the realization of anti-corruption agreements, to which Republic of Turkey is a party in the presence of the UN and OECD.

As TEID, therefore, we play an active role in putting the world's existing values into practice in Turkey in ethical risk management. Besides, we serve as the TRACE International Turkey Representative, Global Ethics Network Regional Representative, European Business Ethics Network member, Basel Institute on Governance working group member and OECD Anti-Corruption Working Group and Regional Advisory Board member.



# TEID Pledge of Integrity

- ⑩ We comply with all national legislation we are subject to in all our activities and all international agreements and regulations to which the Republic of Turkey is a party.
- ⑩ We take great care to ensure that the statements we have disclosed and the reports we present are accurate, and we present the subject information in an accurate, understandable, and timely manner.
- ⑩ We regard accuracy and transparency as our primary values in all our business processes and relationships.
- ⑩ We show maximum effort and care to make business ethics the building block of our written corporate culture.
- ⑩ We equip our employees with awareness, rules and practices that will keep them away from any conflicts of interest We prohibit them from taking advantage of their existing duties, and supervise them accordingly.
- ⑩ In addition, we do not want our employees to receive or give gifts that may affect their impartial decisions and behavior.
- ⑩ While conducting our activities and operations, we stay at an equal distance with all types of public institutions and organizations, administrative organizations, non-governmental organizations, and political parties without looking after any benefit.
- ⑩ We do not cause or condone corruption in our operations, and we fight against corruption.
- ⑩ We do not compete unfairly. We ensure the protection of fair competition and consumer rights, and we develop all our practices accordingly.
- ⑩ We do not employ unregistered employees; we pay regard to the employee health and safety and support fair employment of youth, women, and disabled individuals.
- ⑩ We support works that contribute to economic and social development.
- ⑩ We develop practices to ensure that all these business ethics principles, understanding, and practices are spread to all our influence area, including our business partners and suppliers.
- ⑩ Thus, we declare here our support for 10 basic principles that form the core of the United Nations Global Compact and reflect our willingness to comply with these principles in our administrative structure and company policies.

# TEID Corporate Members



*Many Thanks to All Our Corporate Members*





# NEW THRESHOLDS NEW HORIZONS





# 8th International Ethics Summit Theme

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The first quarter of the 21st century forced the business world to review its goals and make choices that would profoundly affect all its shareholders while introducing new thresholds.

Feeling the excitement, hope, and fear of traveling to new horizons, we continue to work forseeing that revolutionary technological developments such as Industry 4.0, Artificial Intelligence, or catastrophic crises such as the COVID-19 Pandemic, will lead us to a holistic, productive, and sustainable future.

When we look back, we see that the themes of our International Ethics Summit in the past years were almost an introduction to 2020.

The summits we organized with the themes of “**Capitalism 2.0 and Ethical Leadership**”, “**Ideals and Realities**”, “**Understanding Today, Inspiring Tomorrow**,” and “**As the Waters Recede**” prepared us for today’s reality.

As the Ethics and Reputation Society, whose most significant aim is to make business ethics a part of the written culture of companies, at the 8th International Ethics Summit 2021, we were proud and happy to introduce you the theme of “**New Thresholds, New Horizons**” to discuss the conscious capitalism model with stakeholder rights, holistic understanding, and sustainability at its center.

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The Aftermath of the 8th International Ethics Summit Program:  
“**New Thresholds, New Horizons**”

February 10, 2021 - ***Paradigm Shift in Capitalism***  
*To Watch the Summit Broadcast, [Click Here.](#)*

February 17, 2021 - ***Colors of Diversity from an Inclusive Perspective***  
*To Watch the Summit Broadcast, [Click Here.](#)*

February 24, 2021 - ***“You are as strong as your weakest link” Are you aware of your third-party related risks?***  
*To Watch the Summit Broadcast, [Click Here.](#)*

March 3, 2021 - ***Ethics by Design in Digital Future***  
*To Watch the Summit Broadcast, [Click Here.](#)*



# Summit Notes

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**“Paradigm Shift in Capitalism”** was the theme discussed on February 10, the first day of the International Ethics Summit.

At the summit, the participants expressed that the aim of the companies is not only to overcome their competitors but to create a common value. It was also underlined that one of the main elements of Capitalism 2.0 is business ethics at this point.

It was stated that significant changes have high costs such as social inequalities and environmental damage. Still, companies are expected to take more responsibilities than ever for a better world.

Thus, the summit emphasized that creating an ethic by combining all the powers of the business world is of great importance.

It was discussed that there is a need for change in determining the reasons for companies' existence and that we are moving towards a contract that will take humanity forward.

It was also discussed that in today's world, where the COVID-19 Pandemic is a common concern, capitalism should be placed in corporate business models through fresh, conscious, and scientific insights.

On February 17, the second day of the summit, the theme of **“Colors of Diversity from an Inclusive Perspective”** was discussed.

The discussion pointed out that especially the discriminatory and non-inclusive practices experienced during the pandemic have increased the awareness of the society. Therefore the issue of diversity and inclusiveness should be viewed not from a single perspective but from several angles.

It was stated that the essence of diversity and inclusion lies in valuing and empowering individuals. The summit also underlined that once differences are combined comprehensively, then there will be more gain to obtain.

It was emphasized that empathy and perspective should be injected into the system to overcome the uncertainties brought on by the pandemic.





# Summit Notes

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In this respect, it was also suggested that the crisis will not last long once those who manage the system have more empathy and a broad perspective.

On February 24, the third day of the summit, the theme of “**You are as strong as your weakest link**” Are you aware of your third-party related risks? was discussed.

In that, third party risks have been one of the most important discussion topics in the ethics and compliance world in recent years. The importance of effective management of third-party risks, especially during and after crisis times was also among the discussion subjects.

While managing risk in the business world means handling the risk before it occurs, not after. Moreover, every company should internalize the ethical understanding with its entire structure.

In addition, the speakers emphasized the importance of the risk of bribery and corruption. Even if it occurs only with third parties, it will affect the company negatively.

Reputation can be earned through great efforts for many years, but may be lost in 20 seconds. In this regard, companies should take measures for the third parties for the risks.

On March 3, the last day of the TEID summit, the theme was “**Ethics by Design in Digital Future**”.

The speakers stated that the issue of digital ethics, in addition to concepts such as artificial intelligence, robots, and algorithms, means much more than it is supposed to. It changes each day, and that ethics and compliance are of great importance in this regard.

It was stated that the understanding that law is an area that limits technology has now changed. The need for an ethical and legal framework to use artificial intelligence to create social benefits was emphasized.

It was stated that when ethics is not included in the digitalization process, it is inevitable for institutions to lose trust.

While it was stated that our way of transferring information reveals our understanding of ethics, the significance of giving responses to questions about digital ethics was emphasized.



# Summit Participation Information

The Aftermath Of The  
8th International Ethics Summit  
Participation Numbers  
**2750**

**DAY 1**  
NUMBER OF  
PARTICIPANTS

**854**

Zoom  
**406**

YouTube  
**448**

**DAY 2**  
NUMBER OF  
PARTICIPANTS

**613**

Zoom  
**446**

YouTube  
**167**

**DAY 3**  
NUMBER OF  
PARTICIPANTS

**765**

Zoom  
**440**

YouTube  
**325**

**DAY 4**  
NUMBER OF  
PARTICIPANTS

**518**

Zoom  
**303**

YouTube  
**215**



Number of International Viewers  
**145 Viewers from 21 Countries**

Aftermath of the  
8<sup>th</sup> International Ethics Summit  
**Social Media** Engagement

Social Media Clicks  
**6.847**

Social Media Views  
**76.897**

New Follower Gain  
**1.318**



# Summit Day 1: Paradigm Shift in Capitalism



**Gemma Aiolfi,**

Head of Compliance, Corporate Governance and Collective Action,  
Basel Institute on Governance

"The rediscovery of capitalism is not new. We are trying to make a positive impact here."



**Mustafa Seçkin,**

Executive Vice President Unilever Turkey, Central Asia & Iran

"Companies take more responsibilities than ever for a better world, and they will take more."



**Nikos Passas,**

Professor of Criminology and Criminal Justice, Northeastern University

"What we need is to openly experience and discuss the conscious science and capitalism, and to achieve common goals."



**Salim Kadıbeşegil,**

Founder and Member of Advisory board, RepMan

"Just because you have other goals to make a profit doesn't mean your company is weak, obscure, or unpretentious."



**Tayfun Zaman,**

TEID Board Member

"When a company makes investments and develops business models in line with its mission, it is on its way to become a true corporate citizen of the world."



## Summit Day 2: “Colors of Diversity from an Inclusive Perspective”



**Caner Eler,**  
Editor-in-Chief at Socrates Journal

“One of the most important duties of companies and managers is to create an encouraging eco-system.”



**Demet Akman,**  
Human Resources Director, Diversity & Inclusion Business Leader,  
L’Oréal Turkey

“We understand that our long-term efforts are understood within the scope of diversity and inclusion policies. We encourage our team for innovation and creativity.”



**Atty. Filiz Toprak Esin,**  
TEID Board Member

“While going through these extraordinary days, we thought that we could learn from it, and we devoted our summit to this subject.”



**Filiz Yavuz Diren,**  
Managing Director, Philip Morris Sabanci

“The essence of everything is to value and empower individuals. If you value individuals, you are already inclusive.”





## Summit Day 2: “Colors of Diversity from an Inclusive Perspective”



**Gamze Cizreli,**  
Founder & Chairperson of the Big Chefs

“Inclusive leadership and diversity are indispensable now. Unfortunately, gender, religion, ethnicity are still the shame of the world.”



**Laurent Duffier,**  
Country General Manager of L’Oréal Turkey

“You can take advantage of different points of view while presenting a product. Diversity and inclusion fuel our inspiration. We also integrate it into our work.”



**Levent Kömür,**  
General Manager, Mey | Diageo Turkey

“The biggest challenge in the journey of diversity and inclusion is unconscious prejudices. Once we get rid of them, then the journey will become easy, and our path will be short.”



**Atty. Meltem Azbazar,**  
TEID Board Member

“At the summit, where diversity and comprehensiveness are discussed in every aspect, we are now addressing the issues of barrier-free workplaces, working environments without prejudice, workplaces and inclusive managers that accept us as who we are.”



## Summit Day 3: “You are as strong as your weakest link” Are you aware of your third-party related risks?

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**Dr. Avinash Potnis,**  
Managing Director, Novartis Pharma Turkey

“Managing risk globally is an extremely serious business. To manage risk is to manage it before it occurs, not after.”



**Fikret Baltaoğlu,**  
General Manager, Expanscience Turkey

“Reputation is something you can earn through tremendous efforts in 20 years, 30 years, 50 years, and it can be lost in 20 seconds. We attach great importance to reputation for the continuity of our business.”



**Fikret Sebilcioğlu,**  
TEID Board Member

“The crisis environment we have been stuck in brings third-party risks to our way as an area where major developments and problems can be experienced.”



## Summit Day 3: “You are as strong as your weakest link” Are you aware of your third-party related risks?

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**Hakan Türker,**  
Head of External Affairs, bp Turkey

“We care a lot about providing the world with the energy, as well as the way we do it.”



**Halil Kardiçalı,**  
Country Leader and General Counsel, 3M Turkey

“We care about the ability of our employees to express their actual thoughts, at all levels, not just recite what is said from the top. As a company, we like to speak ethically.”



**Tugay Keskin,**  
Chief Operating Officer of Coca-Cola

“It is particularly important to know and apply ethical codes, not for the possible sanctions, but for the internalization of honesty and integrity.”



## Summit Day 4: Ethics by Design in Digital Future



**Ahu Mine Güran,**  
Connectivity Manager, Tofaş Türk Automobile Factory

“As automotive manufacturers, we are in constant cooperation with institutions working on the cybersecurity system.”



**Atty. Altuğ Özgün,**  
TEID Board Member

“Digital ethics covers a geography that is primarily based on artificial intelligence, robots, algorithms and much more, and changes each day.”



**Atty. Dr. Başak Ozan Özparlak,**  
Lawyer, Ozan & Ozan

“We need ethical and specific legal frameworks in order to encourage the production and use of Artificial Intelligence systems in a way that creates social benefit for all, not in a way that deepens inequalities.”





## Summit Day 4: Ethics by Design in Digital Future



**Dr. Cansu Canca,**

Ph.D. - Founder + Director, AI Ethics Lab

"If we do not include ethics in the digitalization process, the increase in ethical mistakes will cause institutions to lose trust, spend resources on solutions, and most importantly, damage the structure of society."



**Esen Tümer,**

Chairperson of the Board, Artificial Intelligence and Technology Association

"We should find out where the world stands in the fields of Artificial Intelligence and technology, synthesize the information and work through it for Turkey."



**Esra Özkan,**

Independent Digital Art Curator

"The art of artificial intelligence is at the forefront, but we still ask what the machine is taught, how it is produced, if it is really produced, or if it has an output for the artificial intelligence."

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Etik ve İtibar Derneđi  
Ethics & Reputation Society

**TICE**  
Turkish Integrity Center of Excellence by TEİD



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