



POLISH ETHICAL MODELS

The Polish Chamber of Commerce (PCC) is one of the largest business self-regulation institutions in Poland. It associates more than 160 business organisations with a joint membership of about 500,000 domestic enterprises. The main task of the Polish Chamber of Commerce is to exert influence on economic policy and legal infrastructure in order to obtain the best conditions possible for the functioning of enterprises, as well as to provide them with services useful for businesses. PCC organises and supports all activities for development and enhancement of competitiveness of the Polish economy and evaluates activities implemented by state and local government authorities from that point of view.

The popularisation of business culture and observance of ethical behaviour in the conducting of business activities have been and are a steady focus of PCC and its “Institute for Private Enterprise and Democracy” Foundation. In 1997 the Institute won a competition organised by the Polish Foundation for Small and Medium Enterprise Promotion and Development (now Polish Agency for Enterprise Development) for a business culture promotion project in Poland. Under this project, a programme promoting small and medium enterprises was created, entitled the “Fair Play Business – Entrepreneurship Culture Promotion Programme”. Its relevant element was and is the popularisation of the ethics rules in the conducting of business activities. Business support and promotion institutions and organisations of employers, as well as business clubs and associations all over Poland, cooperate in the implementation of the programme.

“Fair Play Business” is an initiative created for reliable businesses which are ready to undergo a verification in order to confirm that their operations are, first and foremost, based on the *fair play* principles. The purpose of the programme is broadly understood promotion of ethics in business, as well as promotion of Polish enterprises in the domestic and foreign markets. The “Fair Play Business” title and certificate are the confirmation of reliability of the company, and a recommendation of the Polish Chamber of Commerce. It facilitates business contacts, negotiations with partners, and contacts with banks and tax offices. It is the result of a company’s activities consisting in establishing and promoting pro-ethical attitudes among employees, customers and business partners. The “Fair Play Business” Programme is the only one to subject the entire gamut of company operations to a verification – relations both inside and outside the company – which is why the “Fair Play Business” title is so unique. A “Fair Play Business” is an honest business – both in its contacts with customers, business partners, employees, and partners/shareholders, and with local and state authorities, a company which meets all of its liabilities, which is fair towards the local community or the environment in which it functions. Thanks to the title, companies which have used and promoted ethics in their business activities acquire not only a certificate of reliability and a possibility to use the programme logo, but also reinforce the image of the company and enhance the trust put in them by customers and business partners.

In the course of implementation of the “Fair Play Business” Programme, companies which have been awarded the title often pointed out to the organisers that there is a need for the promotion of ethics and behaviour consistent with the “fair play” rules in local governments. In response to those postulates, in 2001, the “Fair Play Community” – Certified Investment Location programme was created.

The basic purpose of the “Fair Play Community” programme is to popularise attitudes worth following, favouring the undertaking of investments, and transparency of procedures. A “Fair Play Community” makes sure that investors receive prompt and efficient service. Employees of community (municipality) offices are very well prepared technically and the local self-government undertakes justified and well-considered decisions. A “Fair Play Community” skilfully promotes both the local community itself and investments undertaken in its territory. The main objective of the organisers of the programme is to recognise communities which are fully involved in the creation of the best possible conditions for conducting business activities and investing, and to provide them with support for their efforts to attract new investors. One of the main purposes of the programme is to increase the interest of investors and media in a particular

You may obtain detailed information concerning the „Fair Play Business” Programme and the „Fair Play Community” Programme from the following Website: www.fairplay.pl, or in the Programme office: Paulina Bednarz, ul. Trębacka 4, 00-074 Warszawa, tel. (22) 630 98 01-04, e-mail: pbednarz@fairplay.pl

community, the promotion of transparent relationships with entrepreneurs and the local community, as well as cooperation between the business and investor-friendly self-governments. Currently, the 3rd edition of the "Fair Play Community" Programme is underway. The stage at which participation declarations are collected for this year's edition is just coming to an end. In January this year the 7th edition of the "Fair Play Business" Programme started. The collecting of declarations will last until the end of May.

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