

NMB church Leaders for “Good Values, Ethics and Clean Living” – 2020



Introduction to Unashamedly Ethical

The Reverend Joel Edwards, the head of Micah Challenge, based in London, wrote the following:

“Corruption isn’t just bad ethics: it has a direct link to poverty and kills body, soul and spirit. It would cost the world approximately \$210 billion per annum to keep our global promise to reduce extreme poverty by half in 2015, but every year the poor lose well over \$1 trillion through deliberate or indirect dishonesty. It means that our best efforts are being devalued by the dishonesty we ignore. Ignoring corruption is like investing your money in an economy with hyperinflation.”

That describes well the price we as humankind are paying economically for corruption within the institutions of government and business. Add to that the physical, social and psychological damage so many have suffered through unclean living within society’s most important institution, the family, and you begin to get some inkling of the responsibility we have as leaders to intensify our stand against such things.

Accordingly, Unashamedly Ethical is an international campaign promoting ethics, values and clean living.

How the campaign works

The campaign is built upon three simple foundations:

First, a global community.

We challenge all people to make a public commitment to ‘ethics, values and clean living’ by signing the relevant Unashamedly Ethical commitment form. We believe that the only way we can turn the tide on corruption and unclean living is if enough of us stand together against it – and this begins with ‘sweeping our own doorstep first’. People all over the world are accepting this challenge by signing the Unashamedly Ethical commitment form. Once the commitment is taken, signatories then publicly display their membership by using the logo on all company materials and signage, and by displaying their Unashamedly Ethical member’s certificate. As this global community grows, together with its public prominence and recognition, the influence we have on society will inevitably increase commensurately. Commit yourself personally here today:

<http://www.unashamedlyethical.com/CommitmentForm/?form=Individual>

Second, a closed economy

We make available an online directory of all our signatories. If you would like to deal with businesses whose leaders have signed the Organizational Commitment form, you can search for these on our website. The online directory is a key tool for this global community of ethical leaders in the marketplace. The more it is used, the more we create our own ‘closed economy’ of ethical companies. Naturally, as this economy within our global signatory base strengthens, we thereby create a greater demand for ethical companies, and lessen our dependency on unethical companies. Commit your business here today: <http://www.unashamedlyethical.com/CommitmentForm/?form=Business>

Third, strong accountability

Within this global community with its closed economy there must be strong accountability. This is why we employ an Ombudsman who holds all our signatories accountable and who will review written complaints against any signatory. Through this our global community has its own judicial system whereby every signatory of the campaign is publicly accountable for their ethical behaviour. Learn more about our Ombudsman here: <http://www.unashamedlyethical.com/Ombudsman/>