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Towards a Culture of Integrity, Ethics and Transparency: CSO+Media

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Towards a Culture of Integrity, Ethics and Transparency: CSO+Media

Ethics and Values Series 2018. Internat. Workshop Kingdom Equip Network with Ghana Integrity Initiative and Ghana Anti-Corruption Coalition

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1.0 Crisis of Trust

There is a worldwide crisis of trust in institutions. Most severe is it, when institutions of the public sector are affected. Public sector is here defined as those sectors which should serve the public common good and not partial interests. These are

1. Governments/Public Administration
2. Judiciary
3. Publicly Owned Media
4. Public Education Institutions
5. Religious Institutions representing large part of population
6. Finance institutions with systemic relevance eg National Banks

Credibility of these institutions is vital for society

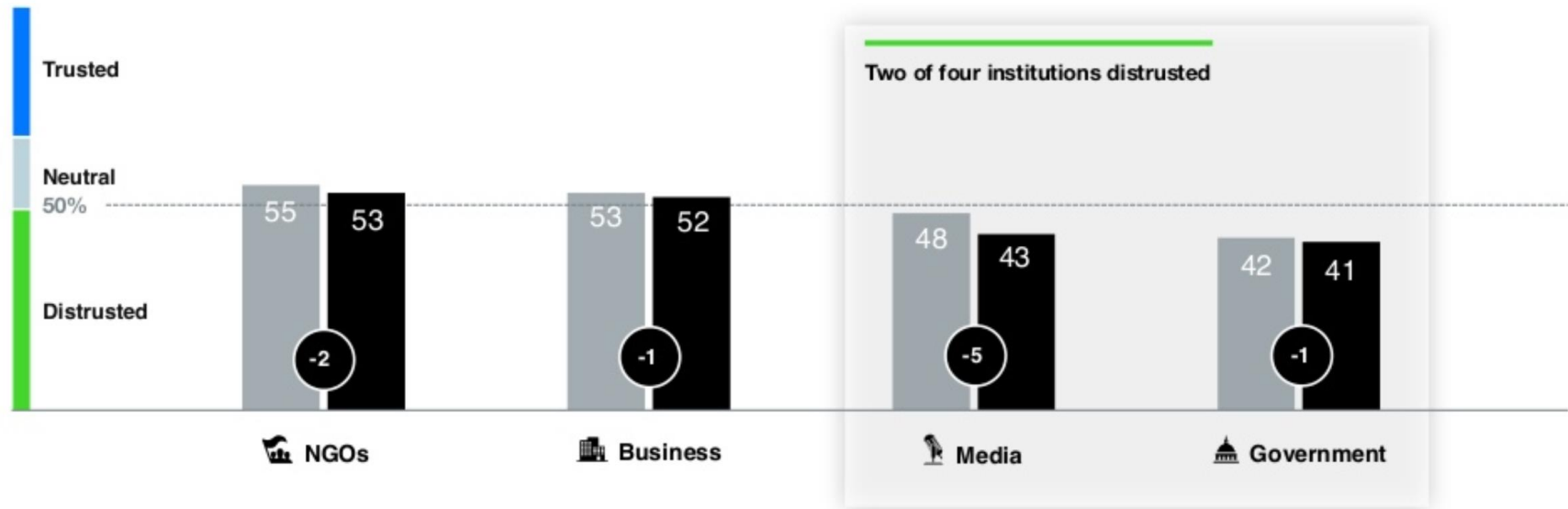
1.1 Crisis of Trust: in all Sectors

Trust in All Four Institutions Declines

Clip slide

2016 2017

Percent trust in the four institutions of government, business, media and NGOs, 2016 vs. 2017



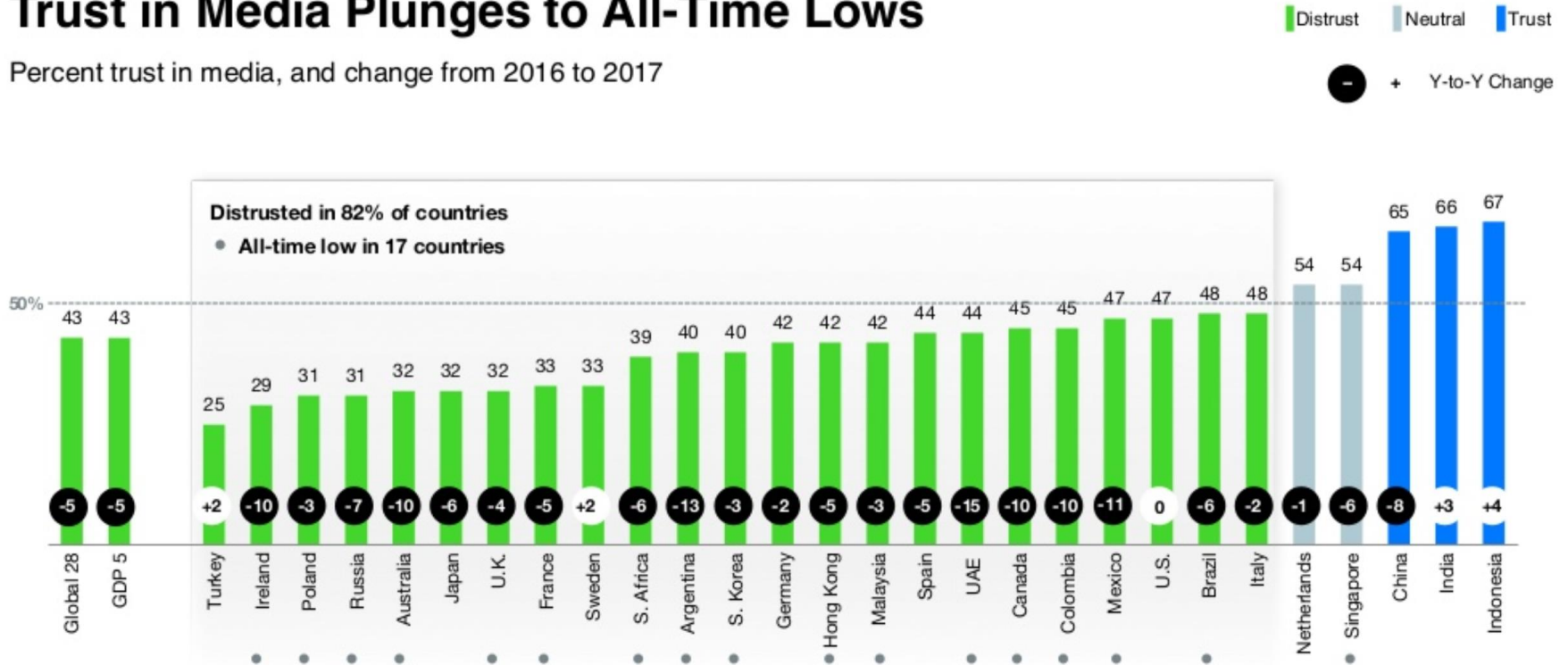
Source: 2017 Edelman Trust Barometer Q1 1-620. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale, where one means that you "do not trust them at all" and nine means that you "trust them a great deal." (Top 4 Box, Trust) General Population, 28-country global total.

1.2 Crisis of Trust: Media

2017 Edelman Trust Barometer - Global Results

Trust in Media Plunges to All-Time Lows

Percent trust in media, and change from 2016 to 2017



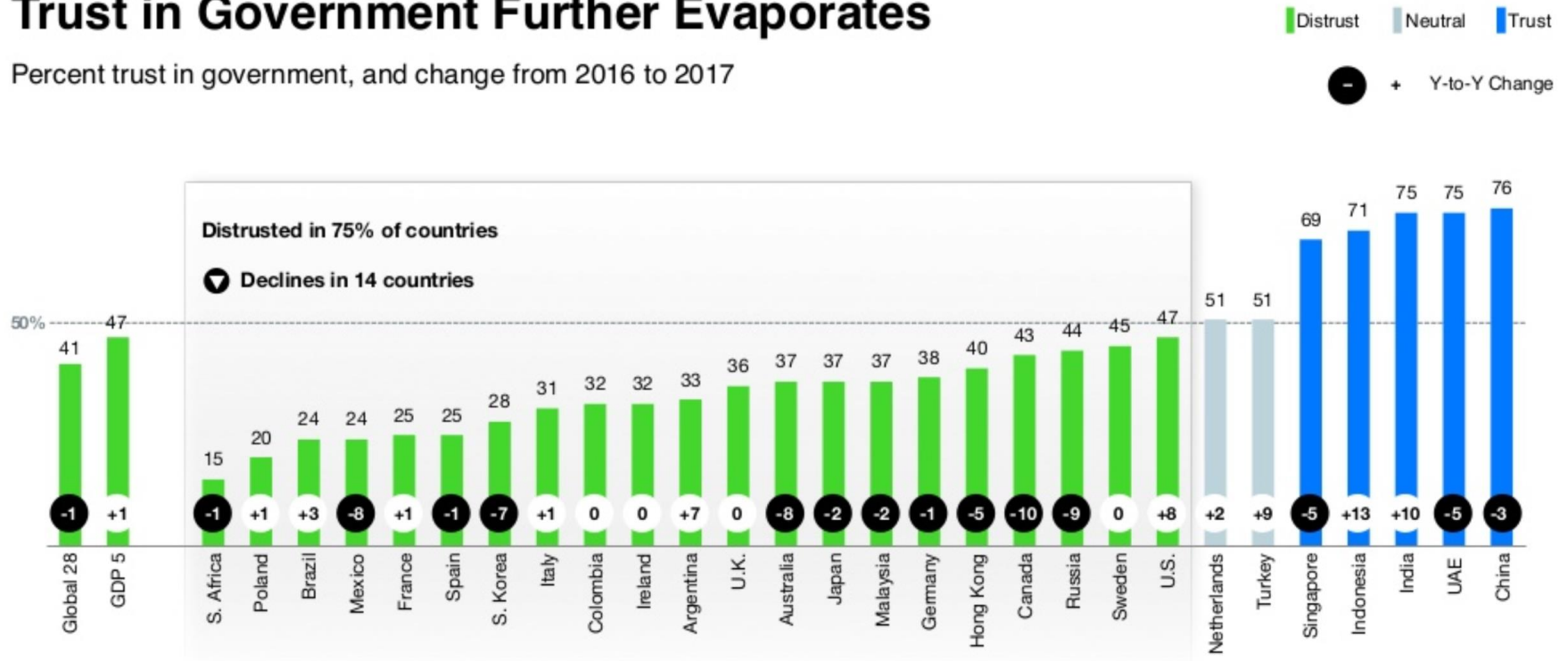
Source: 2017 Edelman Trust Barometer Q11-620. [TRACKING] [MEDIA IN GENERAL] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale where one means that you "do not trust them at all" and nine means that you "trust them a great deal." (Top 4 by Trust) General Population, 28-country global total

1.3 Crisis of Trust: Governments

2017 Edelman Trust Barometer - Global Results

Trust in Government Further Evaporates

Percent trust in government, and change from 2016 to 2017



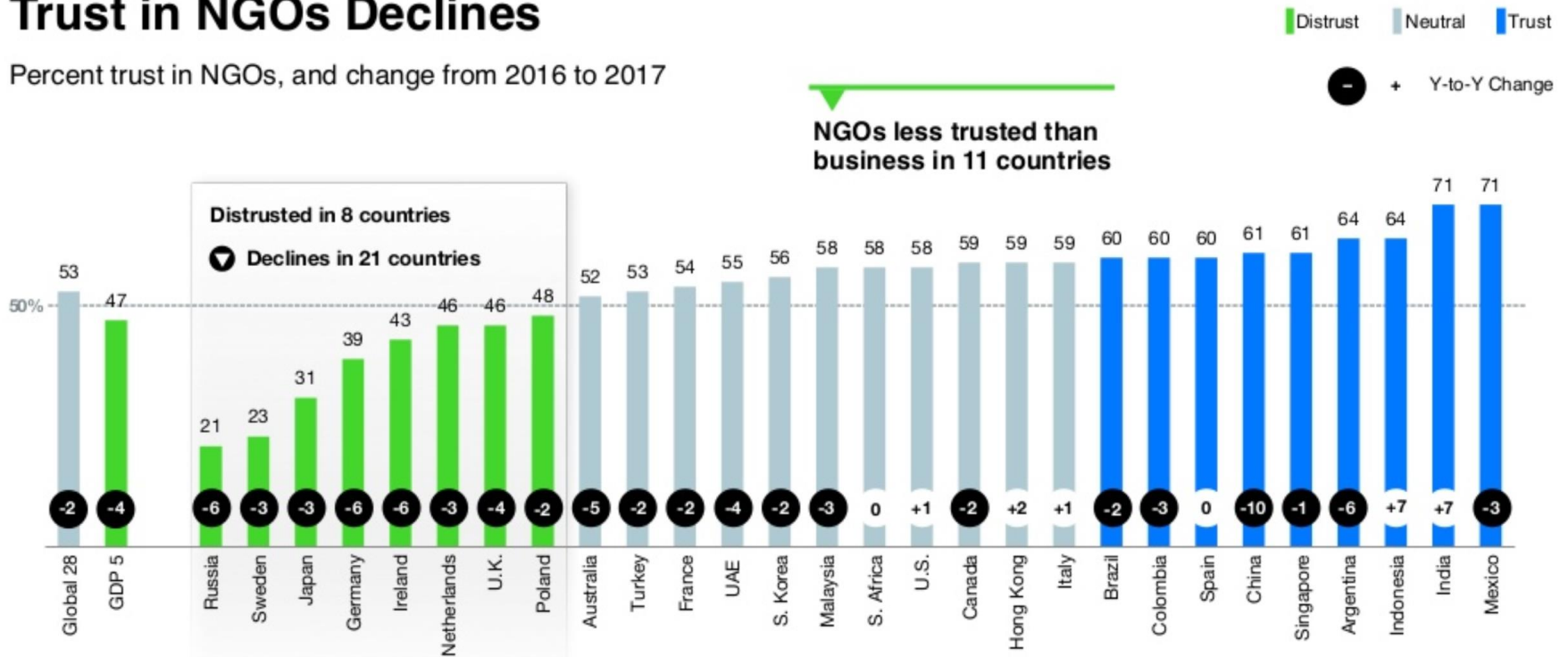
Source: 2017 Edelman Trust Barometer Q11-620. [TRACKING] [GOVERNMENT IN GENERAL] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale where one means that you "do not trust them at all" and nine means that you "trust them a great deal" (Top 4 Box: Trust). General Population, 28-country global total.

1.4 Crisis of Trust: NGOs

2017 Edelman Trust Barometer - Global Results

Trust in NGOs Declines

Percent trust in NGOs, and change from 2016 to 2017



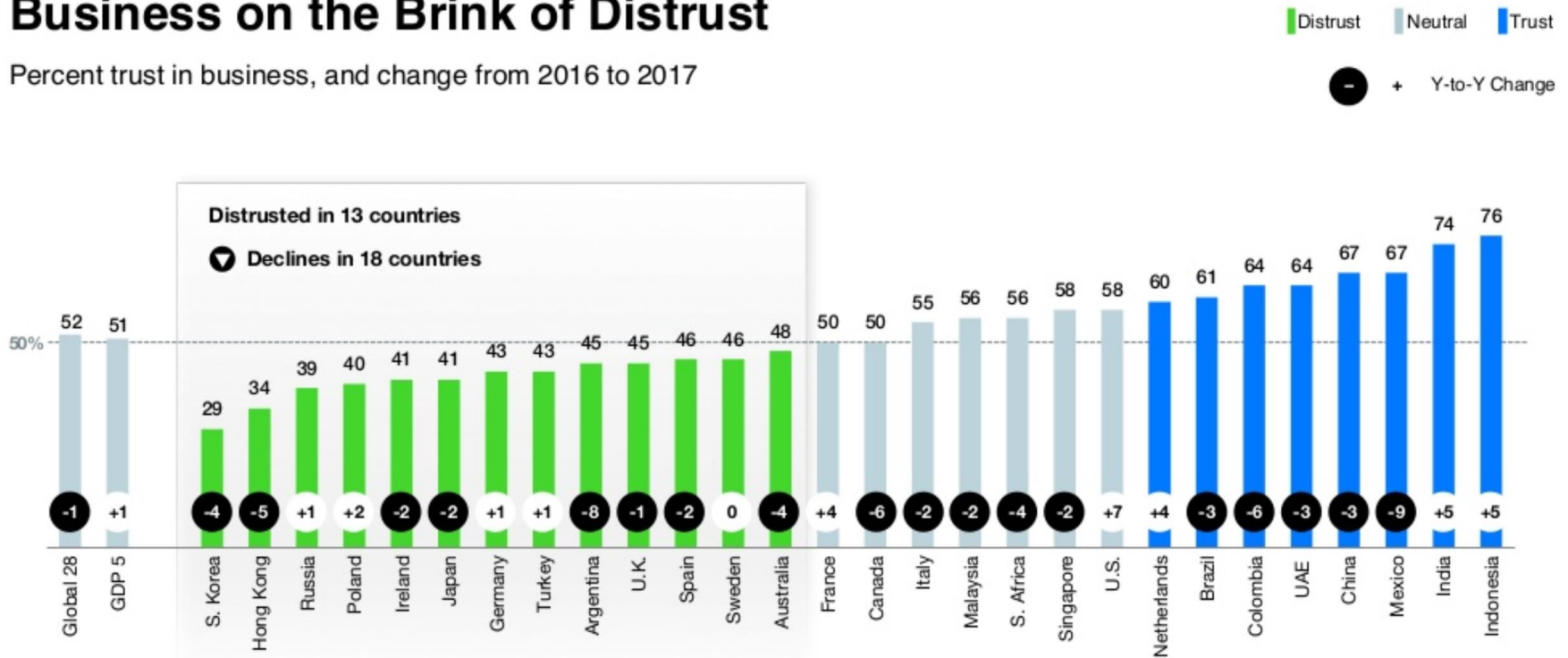
Source: 2017 Edelman Trust Barometer Q1 1-620. [TRACKING] [NGOs IN GENERAL] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale where one means that you "do not trust them at all" and nine means that you "trust them a great deal." (Top 4 Box: Trust: General Population, 28 country, global total)

1.5 Crisis of Trust: Business

2017 Edelman Trust Barometer - Global Results

Business on the Brink of Distrust

Percent trust in business, and change from 2016 to 2017



Source: 2017 Edelman Trust Barometer Q11-620. [TRACKING] [BUSINESS IN GENERAL] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale where one means that you "do not trust them at all" and nine means that you "trust them a great deal." (Top 4 Box, Trust) General Population, 28-country global total

1.6a Crisis of Trust: Leadership



Source: 2017 Edelman Trust Barometer Q130-747 Below is a list of people. In general, when forming an opinion of a company, if you heard information about a company from each person, how credible would the information be—extremely credible, very credible, somewhat credible, or not credible at all? (Top 2 Box, Very/Extremely Credible) General Population - 28 countries/global total, question asked of half the sample

1.6b Leadership makes a difference

Ghana Corruption Index 1998-2018 | Data | Chart | Calendar | Forecast

Ghana scored 43 points out of 100 on the 2016 Corruption Perceptions Index reported by Transparency International. Corruption Index in Ghana averaged 38.68 Points from 1998 until 2016, reaching an all time high of 48 Points in 2014 and a record low of 33 Points in 1999.

[Historical](#)
[Alerts](#)
[Data](#)
[API](#)
[Forecast](#)
[Survey](#)

GHANA CORRUPTION INDEX



1.7 Trust in Peers, not Public Sector

2017 Edelman Trust Barometer - Global Results

Peers Now as Credible as Experts

Percent who rate each spokesperson as extremely/very credible, and change from 2016 to 2017

– + Y-to-Y Change

“People in this country have had enough of experts.”

– Michael Gove,
Member of Parliament, U.K.



Source: 2017 Edelman Trust Barometer Q130-747 Below is a list of people. In general, when forming an opinion of a company, if you heard information about a company from each person, how credible would the information be—extremely credible, very credible, somewhat credible, or not credible at all? (Top 2 Box, Very/Extremely Credible)

Global Box (only 28 countries global total, question asked of half the sample)

1.8 What Undermines Trust

Trust is key for all relations and institutions. Before speaking about trust, we have to recognize what undermines trust:

- Greed (dependency from material needs)
- Egoism (own interests, no balance with onterest of others)
- Powergame (increase own power as ultimate goal)
- Satisfaction (through pleasure, gambling, violation, exploitation)
- Narcism (lack of ability for compassion)
- Destruction (Criminal or destructive energy)
- Nepotism (Peergroup-solidarity first, ethnicism, racism, sexism)
- Mistrust (caused by/linked to corruption, intransparency)

2. How to Rebuild Trust?

2.1 What is Trust?

- Trust is the ability to be in a relation to and start an interaction with a person or an institution in spite of some uncertainty and a lack of full clarity.
- Trust is a pre-condition of every relation and interaction.
- Trust increases the security in the interaction without giving and needing a total certitude.
- There is a direct, measurable economic benefit of trust: Trust reduces the transaction costs in economic and political relations. But trust almost by definition includes also the risk of its abuse. Without this risk the relation is a dictatorship and right round the clock anxious control.

2.2 What Builds Trust?

- The relations/environment of persons/institutions
- The ability to recognize and deal with risks
- The ability to think ahead and long term
- The ability to build majorities/find political coalitions
- Trustworthy are persons and institutions with the following characteristics:
 - Competence (professional, social, communicative)
 - Reliability, Faithfulness
 - Integrity, honesty
 - Openness (information policy)
 - Caring attitude (respect, take people serious, loyalty)

See results of studies such as Gabarro 1978, Butler & Cantrell 1984, Butler 1991; Clark & Payne 1997, Meifert 2003]

2.3 Trust by Values-driven Leadership

Six Drivers in Leadership Decisions

Authority-driven

Power-driven

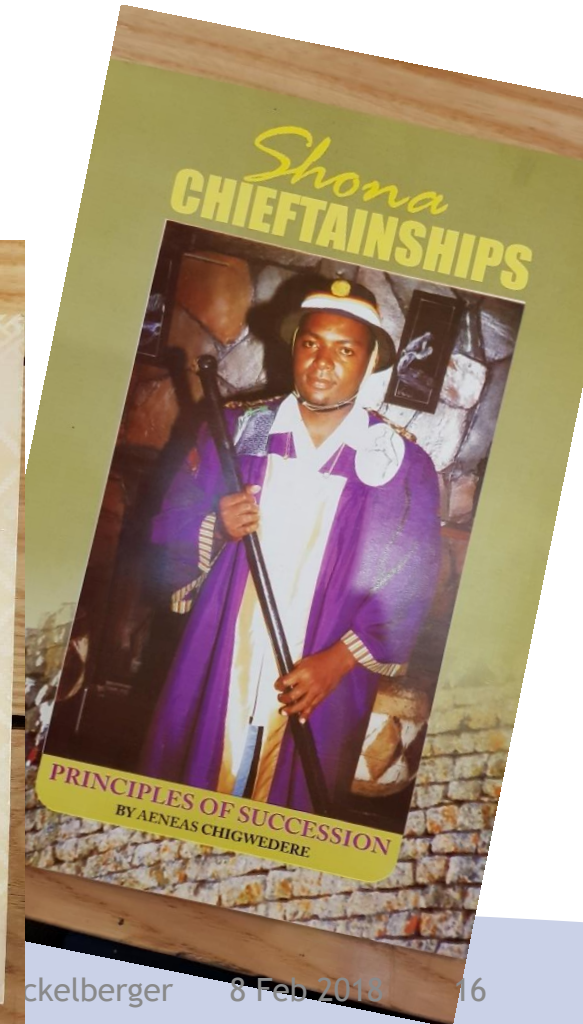
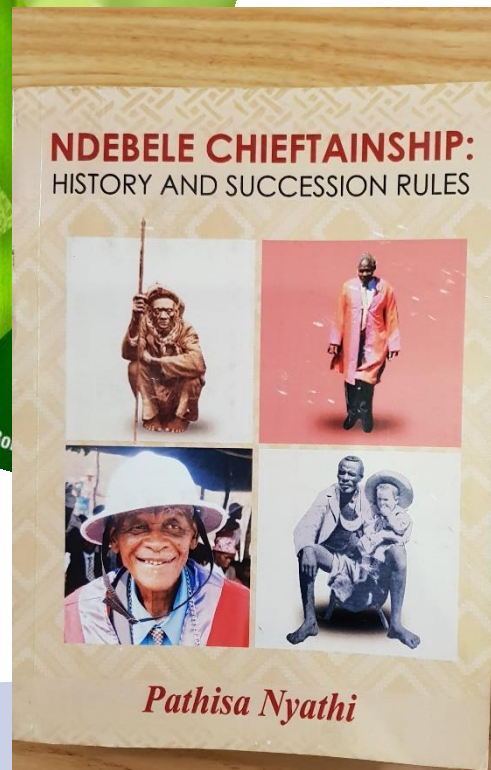
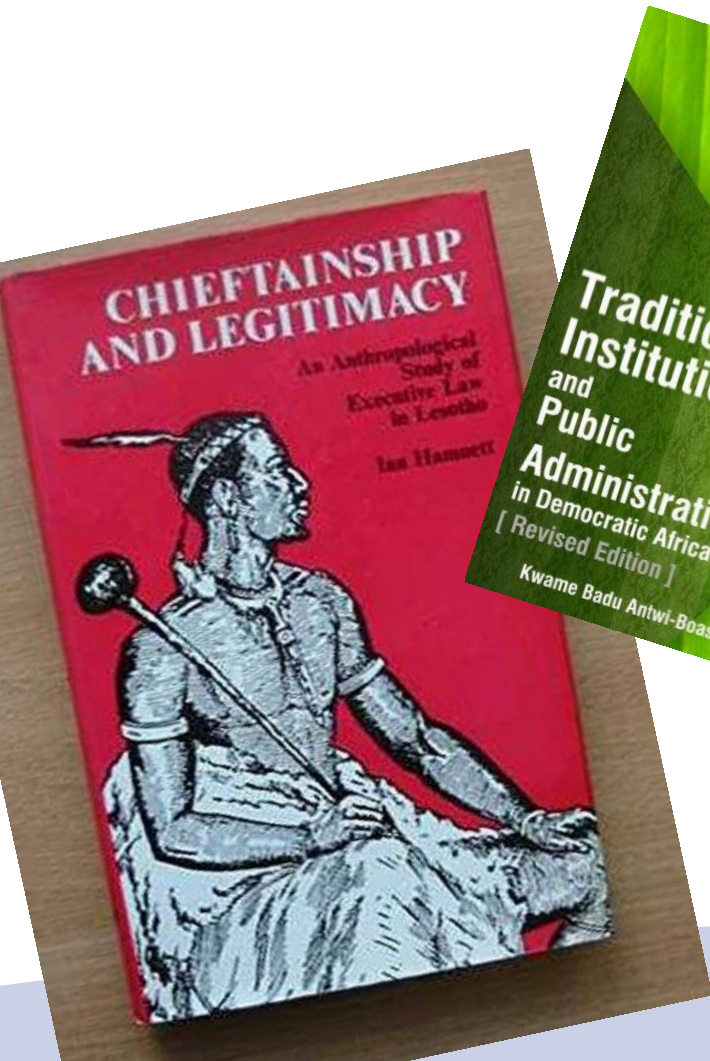
Money-driven

Relations-driven

Values-driven

Faith-driven

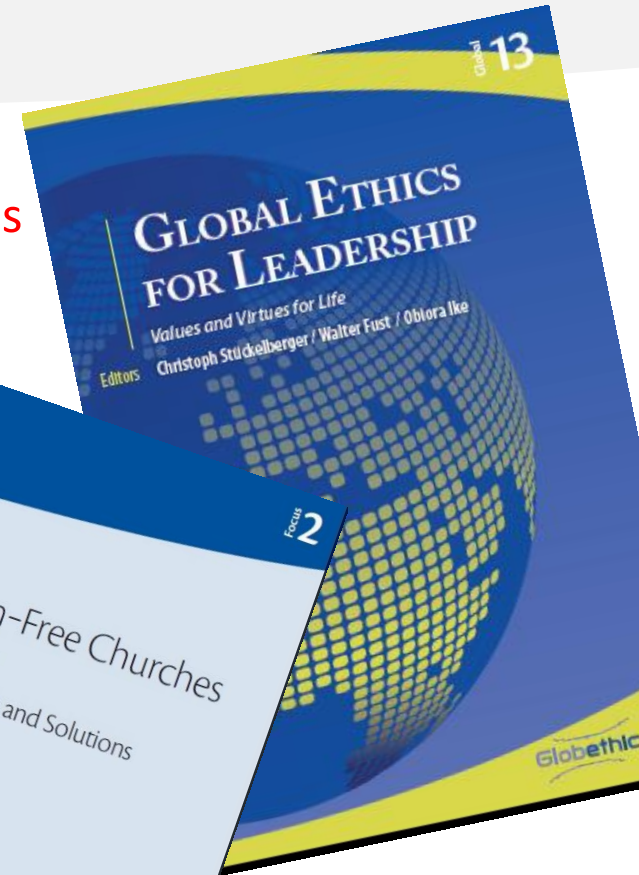
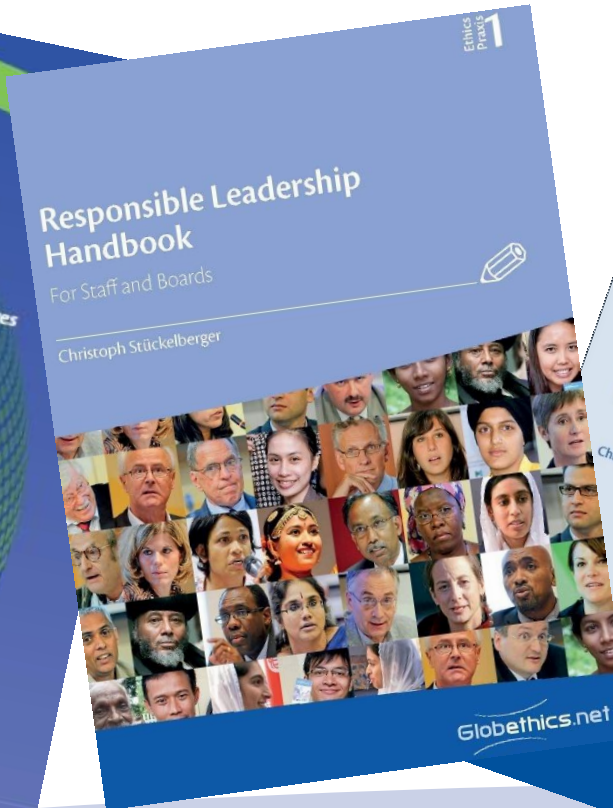
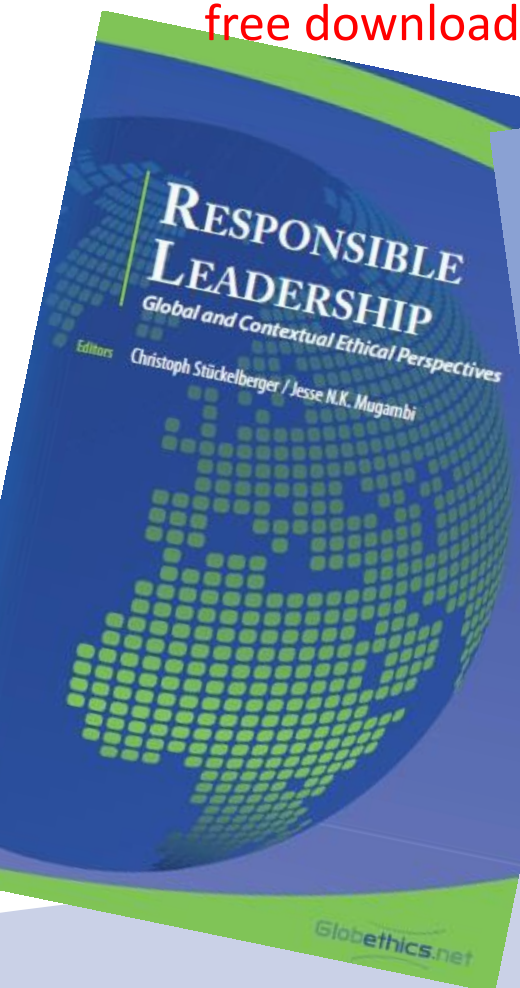
2.4 Responsible Leadership in African Chieftainship



2.5 Responsible Leadership in Today's Global World

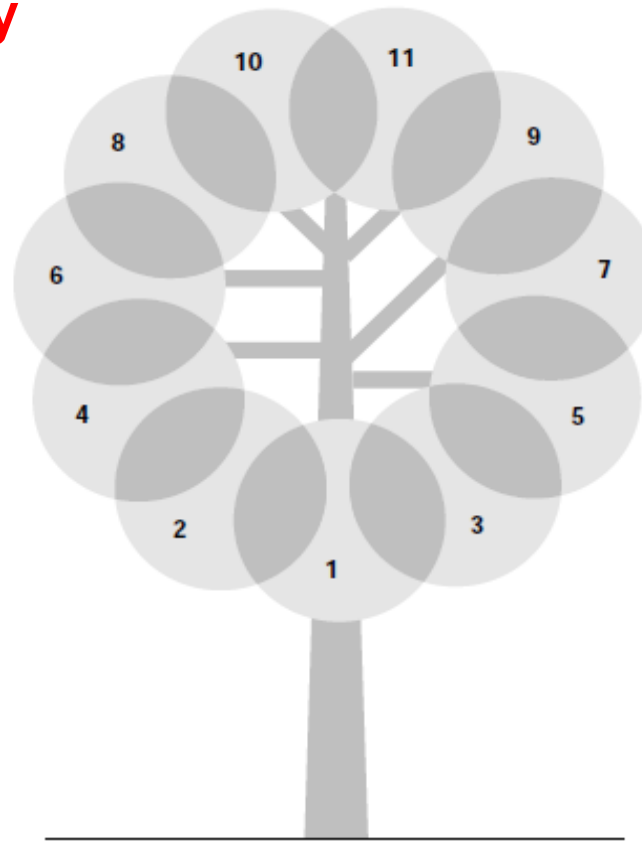
4 Books of Christoph Stückelberger

free download at www.globethics.net/publications



3. Ethics: The Tree of Values and Virtues

1. Responsibility
2. Freedom
3. Justice
4. Equity
5. Peace
6. Security
7. Community
8. Inclusiveness
9. Participation
10. Forgiveness
11. Stewardship



1. Integrity
2. Compassion
3. Care
4. Transparency
5. Accountability
6. Reliability
7. Respect
8. Humility
9. Courage
10. Gratitude
11. Generosity

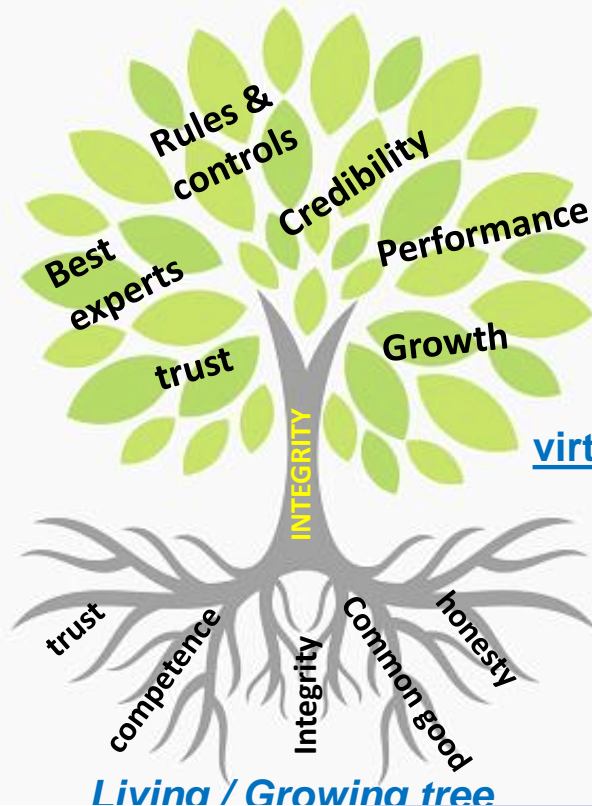
4.1 Integrity: The One-Letter-Revolution

From **ME** to **WE**

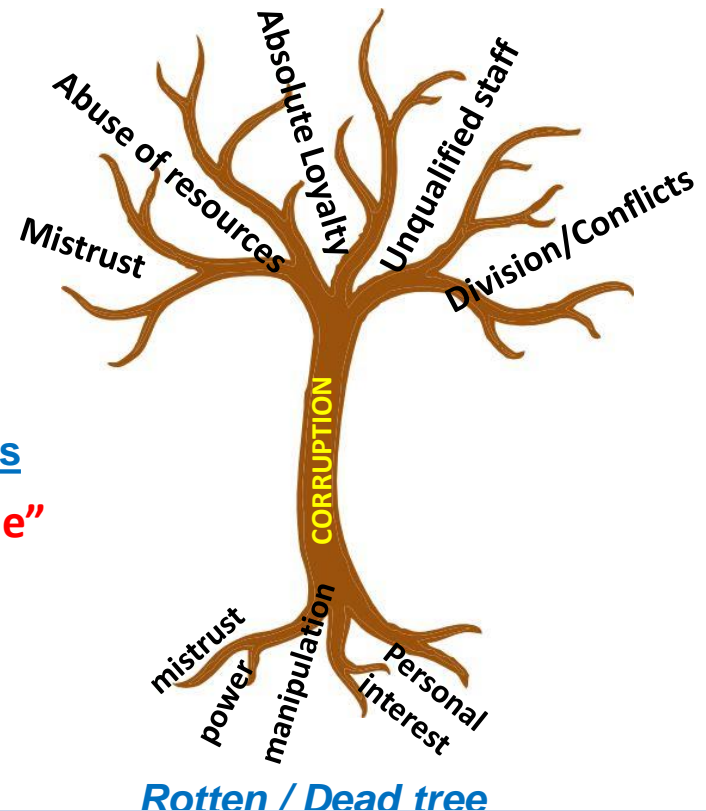


4.2 Integrity: the Core of Leadership

Integrity Leadership



Abuse-of-Power Leadership



virtues vices
"we" "me"

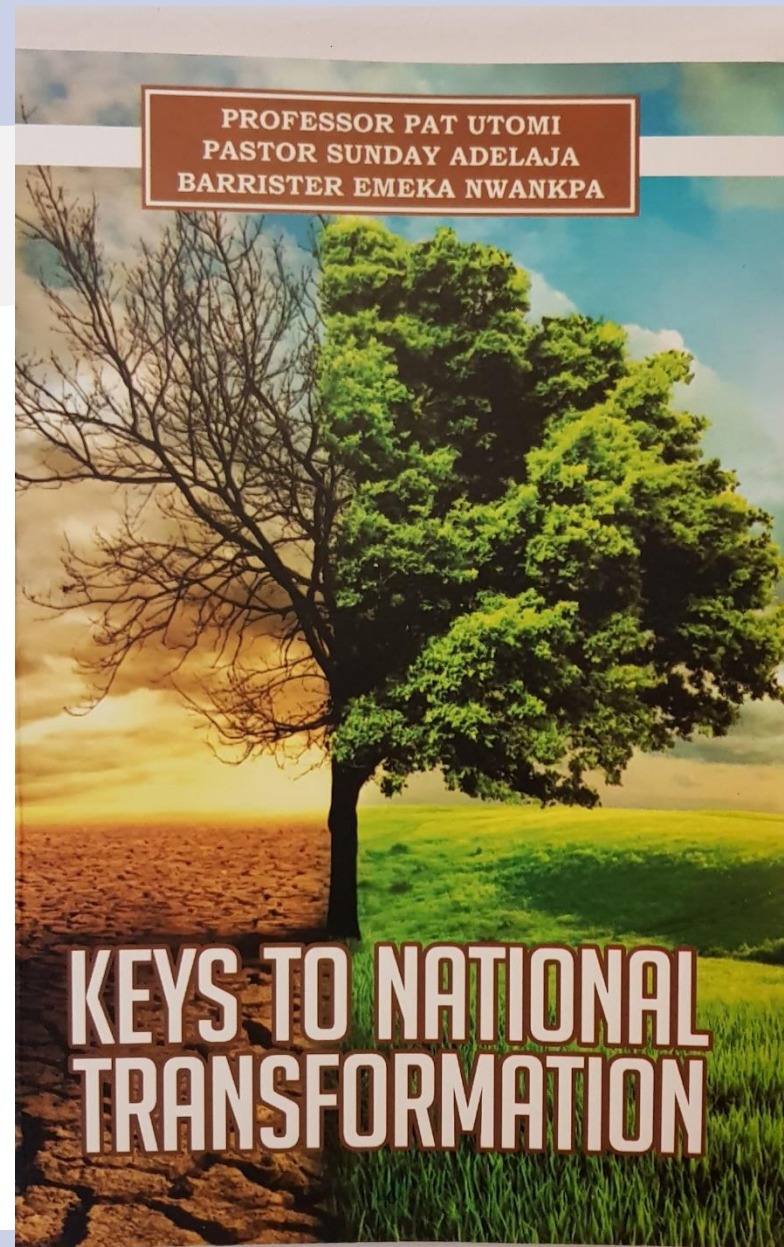
4.3 Integrity: key to National Transformation

Individual Ethics: Individuals with Integrity can be change-makers.

Community Ethics (Ubuntu): communities encourage for mutual accountability.

Institutional Ethics: Laws, regulations and sanctions are needed for integrity systems.

All three dimensions are needed!



5.1 Responsibility as Response (Accountability)

The word responsibility (in the ‚European‘ languages deriving from Latin) is composed of two words:

- „Spondere“ (Latin) means to promise, to offer, to commit, to sign a contract, to entrust power (in the monotheist theological perspective: God offers his earth, he commits it to humankind), he empowers (gives power) human beings.
- „Re-spondere“ (Latin) means to respond, to answer to this offer by responsible behaviour / responsible use of this offer/power.
- Power and Responsibility are interconnected: the more power one has, the greater the responsibility is!

5.2 Responsibility as Stewardship, not Ownership

- Stewardship is a core value in (Christian) Ethics. The steward acts not as owner, proprietor and shareholder of goods and services, but as steward, responsible manager, “careholder” even if he/she is owner.
- Luke 12,42-48 is the precise story of the bad oikonomos (economist, manager, steward) who behaves like owner and exploiter and the good economist who acts responsibly on behalf of the owner (God).

5.3 Responsible Use of Power

- Power/Responsibility of Decisions
- Power/Responsibility of Finance
- Power/Responsibility of Assets
- Power/Responsibility of Innovation
- Power/Responsibility of Networks
- Power/Responsibility of Communication
- Power/Responsibility of Integrity
- Power/Responsibility of Reputation
- Power/Responsibility of Violence
- Power/Responsibility of Law/Regulations
- ...

6. Transparency: key for Responsible Leadership

Transparency is needed for and enables

- mutual accountability and reliability
- control of power
- Justice (e.g. procedural justice which means calculable, constitutional (publicly and privately) regulated, transparent, corruption free and thus fair procedures)
- Trust
- Human Dignity
- Empowerment/ peoples' participation

Christian reasons for transparency: *God is love*: No love without trust. No trust without control. No control without openness and transparency. *God is light*: "The light has come into the world, and people loved darkness rather than light because their deeds were evil." (John 3:9-21)

Transparency still allows Confidentiality for specific areas and periods

7.1 The Price of Ethics: Sacrifice

Ethics as values-driven behaviour has a price! One cannot be ethical without being ready to pay a price in situations where we have to decide between a benefit (power, money, promotion etc. with violation of my values) and my values. Price/sacrifice can be:

- Not to get or accept a position
- To be discredited by fake news
- Financial losses or missed gains
- Broken friendships (“I now see it was not a real friend”)
- Loneliness etc.

7.2 The Gain of Ethics: Reputation

What do I want people to say about me after my death?

“This was a personality of great wealth”

“This was a personality of great faith”

“This was a personality I could not trust”

“This was a personality with double morality”

“This was a personality of great integrity”

Reputation (fame) by integrity is the greatest asset a person has.

8.1 Conclusions for CSO and Media

- Building trust in responsible leaders is urgent also for leaders of CSO and media (journalists, owners of media)
- Steps for CSO's: transparent elections, financial transparency, integrity standards, CSO codes of ethics etc., reduce corruption in CSOs, etc.
- Steps for Media: commitment to highly qualified media work, fair remuneration to reduce corruption, respecting codes of ethics for journalists, media education for responsible use of social media (responsible citizens journalism) etc.

8.2 Codes of Ethics, e.g. Media

- African Charter on Broadcasting, 2001
- Tanzania Editors code
- Tanzania Broadcasters Code
- Tanzania News Agencies code
- Tanzania Photographers Code
- Journalists codes
- Declaration of Principles on Freedom of Expression in Africa, Banjul/the Gambia 2002

Collection of Codes of Ethics for media on www.unesco.org → communication and information → Standards and Code of Ethics!

8.3 Globethics.net: collection of Ethics Codes

Codes of Ethics Collection | Glo X

www.globethics.net/web/codes-of-ethics/collection-articles?layoutPlid=4297674

1 corruption index ghana

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	Draft Members Code of Conduct and Ethical Standards 2018-01-22 Tabled paper By Darwin Tabled By Clare Martin		Author: Silva,Terezinha Nunes da; Freire,Maria Eliane Moreira; Vasconcelos,Monica Ferreira de; Silva Junior,Sergio Vital da; Silva,Wilton José de Carvalho; Araújo,Patrícia da Silva; Eloy,Allan Victor Assis
	ACM code of ethics: a guide for positive action 2018-01-18 Article By Gotterbarn, D. W.; Bruckman, Amy; Flick, Catherine; Miller, ... The file attached to this record is the author's final peer reviewed version. The Publisher's final version can be found by following the DOI link The ACM Code of Ethics and Professional Conduct (the ...		Keywords: Ethics, Ethics Professional, Codes of Ethics, Ethical Theory, Nursing
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شكراً جداً (Shokran Gidan)

merci

thank you

teşekkürler

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謝謝

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gracias Спасибо (spacibo)

Mazvita danke Siyabonga Medase grazie

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