Introduction of Fair Player Club
: public–private platform for anti–corruption collective action

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Fair Player Club (FPC) is a public–private sector platform to promote collective action for anti-corruption funded by the World Bank and Siemens Integrity Initiative of Siemens AG.

To promote fair and transparent business market environment in South Korea, FPC set up and successfully achieved its three goals – collaboration building, capacity building, collective action transcending industry, region and country during its three years of project period.

While engaging with a wide range of interested parties including government bodies, business associations, foreign embassies, companies and civil society, the whole cycle was actively sponsored by the Office for Government Policy Coordination, Ministry of Trade, Industry and Energy, and Anti-Corruption and Civil Rights Commission.
Key Objectives – 3Cs

**Collaboration Building**
- To develop a platform for collective action to promote anti-corruption among central and local governments, foreign embassies, companies, industry associations, local and foreign chambers of commerce.

**Capacity Building**
- To increase awareness and competence of companies for clean and fair business practices with codes of conduct, guidelines and cases.

**Collective Action**
- To establish a fair play alliance among market players from various industries, regions, and countries through interaction and learning.
Collaboration Building

Public–Private Partnership with Government, Company and Civil Society
Collaboration Building

**Cycle 1**
Industry

Fair Player Club raised public awareness for anti-corruption through public private partnership among MOTIE which oversees industries policies and ISO26000 including anti-corruption, industry associations including automobile, construction, electronics, machinery, medical device, and railway sectors as well as their corporate members.

**Cycle 2**
Region

Fair Player Club raised public awareness for anti-corruption nationwide, through public private partnership among Seoul Metropolitan Government and other 6 metropolitan cities as well as local chambers of commerce & industry by reaching out the companies in major cities to promote compliance and business ethics.

**Cycle 3**
Country

Fair Player Club endeavors to create an enabling environment for clean and fair business in South Korea, through public private partnership among foreign embassies, foreign chamber of commerce & industry, and companies from various country origins, in order to promote dialog, exchange and Collective Action for anti-corruption, compliance and business ethics.
Capacity Building

Awareness Raising and Capacity Building for Promoting Fair Business Environment

- Compliance and Business Ethics Seminar
- Research (Compliance Package)
- Compliance System Analysis via Self-assessment Survey
Capacity Building

Industry Seminar

Railway Industry (June 11 2015)
Machinery Industry (Oct. 30 2015)
Electronics Industry (Nov. 5 2015)
Automobile Industry (Dec. 8 2015)
International Construction Industry (Dec. 11 2015)
Korea Medical Devices Industry Association (Feb. 15 2016)
Korea In-house Counsel Association (Oct. 11 2016)
Capacity Building

Region Seminar

- Seoul Metropolitan Government (July 14 2016)
- Incheon Metropolitan City (Dec. 2 2016)
- Gwangju Metropolitan City (Sept. 22 2016)
- Daegu Metropolitan City (Nov. 11 2016)
- Daejeon Metropolitan City (Nov. 30 2016)
- Ulsan Metropolitan City (Nov. 28 2016)
- Busan Metropolitan City (Sept. 20 2016)
Capacity Building
Capacity Building

Anti-Corruption Ethics and Compliance Guideline for Business and SMEs

Compliance Package: EU, Asia/China, ASEAN(Vietnam, Indonesia) edition
Capacity Building

- Compliance System Analysis Report
- Translated Compliance Guidelines
Collective Action

Collective Action of Companies from Different Industry, Region and Country

• Fair Play Pledge
• Fair Player Club Summit & Fair Pledge Ceremony
• Global & Domestic Outreach
• Media Coverage
Collective Action

Fair Play Pledge

Fair Play Principles

1. To nurture a transparent corporate culture by the top management.
2. To strive for corruption risk management in business operation.
3. To enhance capacity of management and employees to combat corruption.
4. To collaborate with all stakeholders for transparent and fair business competition.
5. To create a clean and fair business environment by participating in Collective Action by engaging with government, market players, and civil society.
Collective Action

“230 companies, organisations, NGO and civil society have pledged to Fair Play Principles since 2015”
Collective Action

Fair Player Club Summit & Fair Pledge Ceremony

- Robust support from government, local governments and foreign embassies to companies’ anti-corruption efforts.
- Strong commitment of top management promoting anti-corruption culture.
Collective Action

Outreach

Siemens Integrity Initiative Anti-corruption Collective Action Workshop (NY 2017)

UNGC China–Japan–Korea Roundtable Conference (Tokyo 2017)

The 8th Asian Leadership Conference (Seoul 2017)

UNGC Local Network Meeting (NY 2015, Dubai 2016, New Delhi 2017)

CSR Forum for Companies Operating Overseas (Jakarta, Yangon, Phnom Penh 2015, Hong Kong, New Delhi, Hanoi, Shangdong, Chongqing, Beijing 2016)

Collective Action Conference (Basel 2016)
Collective Action

Fair Player Club was introduced as one of the cases of collective action in the policy recommendation paper of the B20 Germany 2017 Responsible Business Conduct and Anti-Corruption Cross-Thematic Group, which was chaired by Dr. Klaus Moosmayer, Chief Compliance Officer of Siemens AG and Anti-Corruption Working Group Chair of Business at OECD (BIAC).

Exhibit 27 | Fair Player Club, Republic of Korea

The Fair Player Club is an anti-corruption initiative that aims to promote fair market conditions in Korea by creating a public- and private-sector platform for an anti-corruption ecosystem. The Fair Player Club pursues a spirit of fair-play in business conduct, requiring that all market players comply with the law. It promotes collaboration between central and metropolitan governments, foreign embassies, industry associations and chambers of commerce, awareness training and consensus building to promote anti-corruption through a Fair Play Pledge, aiming to obtain support from over 200 companies.

Media Coverage

[The Biz Times] 기업 부패 근절 ‘패어 비즈니스’

한국 공공부문의 부패 근절을 위한 ‘패어 비즈니스’(Partner Business)를 제안한 한 기업가에 대한 높은 관심을 받고 있다. 

한국 BizTimes 이사로서 한국 공공부문의 부패 근절에 대한 주요한 역할을 하고 있는 한 기업가가 제안한 ‘패어 비즈니스’는 공공부문의 부패 근절을 위한 실패를 예방하고, 공공부문과 기업간의 협력과 신뢰를 강화하기 위해 제안되었다.

한 기업가의 주요한 사례는 한국 공공부문의 부패 근절을 위한 실패를 예방하고, 공공부문과 기업간의 협력과 신뢰를 강화하기 위해 제안되었다. 

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Collective Action

The Korea Herald

‘Analytic tools crucial in improving regulatory practices’

By Jilin Jackson

As N.Korea’s efforts to achieve increased transparency and regulatory businesses, the Fair Play Club and a UNRPA in Seoul joined a joint meeting to discuss regulatory compliance in Thursday.

The seminar hosted by the Korean Anticorruption and Regulatory Affairs Commission at the Office of Information and Regulatory Affairs in downtown Seoul, also shared the UN approach toward establishment of regulatory frameworks.

“The idea behind good regulatory practice is to establish how authorities should establish their roles and regulations,” said Shin Joo-hyun, head of regulatory policy at the Korea Herald on Thursday at the UNRPA.

“This includes things such as centralized review, which is done in the United States through the Office of Information and Regulatory Affairs. But we are transparent — that would be both before the development of the role of any rules, after proposing a rule, and then finalizing,” he added.

The number of regulatory reviews issued by the National Assembly. Korea’s unification minister, joined in 2015 to 2016, increased from 33.5 percent in 2010 to 59 percent in 2013, said the report titled “Regulatory Reform in Korea—Toward Better Regulation” released by the Organisation for Economic Co-operation and Development.

The report says, “We are committed to improving regulatory practices.”

According to a statement by National Assembly, “The anti-bribery issue in... is an important task for the Assembly.”

The report that the UNRPA provided, showed that Korea has performed well to reduce the OECD scores in its regulatory impact assessment.

Industry leaders make antitrust pledge

In 2013, the Korean economic and social system is been shaped by a number of antitrust policies, established a management system in the Fair Play Club and initiative in 2017 to make sure that regulatory agencies are... to improve business and fair policies.

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Impact

Fair Player Club received positive feedback from partnering organisations and participants that the project was timely when social awareness and interest in anti-corruption has increased and anti-corruption laws and regulations are strengthened in Korea and abroad.

• Engaged strong endorsement from government bodies that encouraged active participation of partnering organisations and participants.

• Incorporated ‘anti-corruption’ into each industry’s priority agenda for the first time.
  – 5 industry associations signed MOU with FPC for promoting anti-corruption culture within their industry
  – FPC provides continuous support for each industry’s compliance and anti-bribery management training

• Implemented nationwide compliance and ethical management trainings with local governments and chambers of commerce.
  – Local governments’ continued efforts to enhance anti-corruption policy and culture
  – UNGC Network Korea together with Transparency International Korea signed ‘Integrity Cluster’ with Seoul Metropolitan Government and its invested corporations for keeping up anti-corruption efforts

• Created channels for anti-corruption dialogue between the private sector and foreign embassies & chambers of commerce to support the prevention of corruption risks for businesses that are operating in America, Europe and Asia.

• Provided practical anti-corruption guidelines based on different size, industry and country as well as self-assessment tools for compliance system analysis.
Impact

• Brought together 230 corporate and non-corporate representatives from different industries and sectors who declared anti-corruption collective action to the public responding to higher demands of business compliance.
  - In particular, active participation of companies from high-risk industries (defence/energy/infrastructure) as well as banking and electronics industries was noticeable
  - Companies such as KT and Hanwha demonstrated strong willingness to establish companywide anti-corruption culture by expanding fair play pledge to affiliates and supply chains

• Reached out to domestic and global audiences to deliver messages on tackling corruption and establishing anti-bribery management system.

• Established firm relationship with media to elaborate public–private discourse on enhancing integrity and transparency in the society via media coverage and in–depth experts interviews.

• Received high demands for the sustainability of public–private platform for anti-corruption, which mutual efforts are necessary to promote anti-corruption and compliance culture.

An effective public–private platform can help establish anti-corruption culture through support for corporate awareness & capacity building and provide channel for suggestions on government policy and direction.
Thank you!

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