

ie

UNIVERSITY

**ETHICS &
COMPLIANCE
CLUB**

ETHICS & INTEGRITY CHALLENGE 2021

GUIDE



ABOUT THE CHALLENGE

In changing situations and diverse settings, questioning morals is an everlasting practice. Whilst following rules or policies that have already been established forces us to make mindful decisions, ethics is what guides us to think and behave based on our character, values, and principles.

Let's put it this way: something legal is not always ethical. As future leaders and change-makers, students and young professionals must find ways to promote innovative thinking and ethical behavior in their daily lives to prompt a path towards a more inclusive and respectful society. The purpose of this challenge is for them to showcase their knowledge and creativity and find adaptable solutions to everyday problems in the workplace.

This challenge will encourage students and young professionals to question how ethical decision-making is applied in an appropriate way to produce a dynamic, value-driven, and highly productive workplace culture.



WHY SHOULD YOU PARTICIPATE?

1

Network with professionals and industry experts in the community.

2

Increase your ability to resolve dilemmas ethically in common real-life situations.

3

Provide career opportunities for students and young professionals.

4

Develop an awareness of ethical standards in the workplace and daily life.

5

Embrace the spirit of teamwork and diversity.

Ethical dilemmas are not supposed to result in one correct answer — one size does not fit all.

CHALLENGE AWARD

There are three types of awards for the winning team, i.e. each member of the winning team can choose:

- a scholarship for the *Programa Superior de Compliance (ES) OR International Diploma in Compliance & Control Management (EN)* at IE Law School; or
- a one-year membership to *Society of Corporate Compliance and Ethics (SCCE)*; or
- an associateship with *LawAhead Hub*.



Develop a sophisticated understanding of complex regulatory challenges emerging in the global marketplace across a wide range of industries and jurisdictions while encouraging a special focus on ethics and corporate social responsibility. Earn 25% scholarship for the Programa Superior de Compliance (ES) OR International Diploma in Compliance & Control Management (EN). More [here](#) and [here](#).



As a member of the SCCE, build connections with industry experts, gain access to discounted events and products, engage in numerous programs, and get a monthly subscription of Compliance and Ethics Professional (CEP) magazine, to name a few. More [here](#).



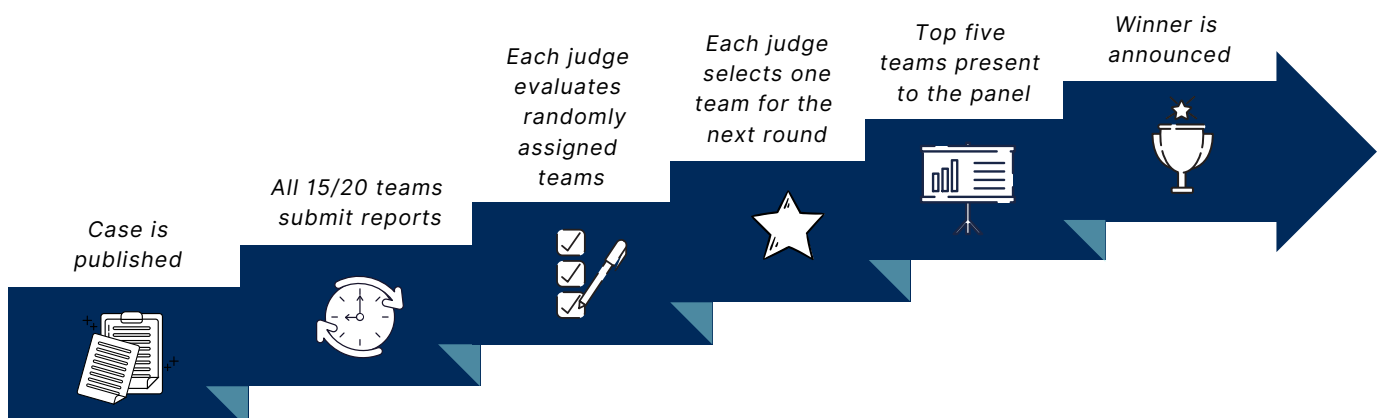
LawAhead Hub is a collaborative space that brings together visionaries, researchers, techies, and scholars to build the future of law and society. As a member, gain access and write for the publication, partake in global events and participate in research projects. More [here](#).

On completion, all participants will receive a certificate of recognition issued by the IE University.

HOW DOES IT WORK?

Fifteen to twenty teams, consisting of 3-4 participants each, are required to write a detailed report based on a case addressing ethical dilemmas in the workplace. All teams will have one week to submit the report, which will then be evaluated by a panel of five judges. Of the fifteen to twenty reports which will be submitted, each judge will be randomly assigned to evaluate three to five reports.

Each of the five judges will then select one team out of three/five to qualify for the next round and stand before the entire panel for the final presentations. At the presentation round, a winning team will be declared by equally compiling the scores of all five judges. At every round, all reports and presentations will be graded using a standardized and unbiased evaluation rubric.



ENROLLMENT

This year's challenge will kick off in November 2021.

Participants can begin enrolling from November 2 till November 12. The enrollment process can be done on a team basis, or individual basis if the participant does not have a predetermined team. In the case of the latter, participants will be randomly assigned to a team with other challengers who are looking for teammates.

The challenge is designed for all students and young professionals around the world. However, professionals with more than 3 years of experience will have to follow a separate registration process on an individual basis to participate as a "coach".

Please refer to the schedule below for the webinar agenda.

Please refer to the website to apply to the Challenge.

DELIVERABLE REQUIREMENTS

Teams must submit a report of no more than three pages analyzing the case and recommending solutions. Ethical dilemmas are not supposed to result in one correct answer — one size does not fit all. Instead, we expect teams to propose ideas that will enrich the quality of their report and reflect the most creative solutions to the situation presented in the case.



The teams will be graded based on the following criteria: connection and application of their ideas to the real world, innovativeness and creativity, explanation of principles and/or concepts, depth of the analysis and recommendations, and presentation and delivery.

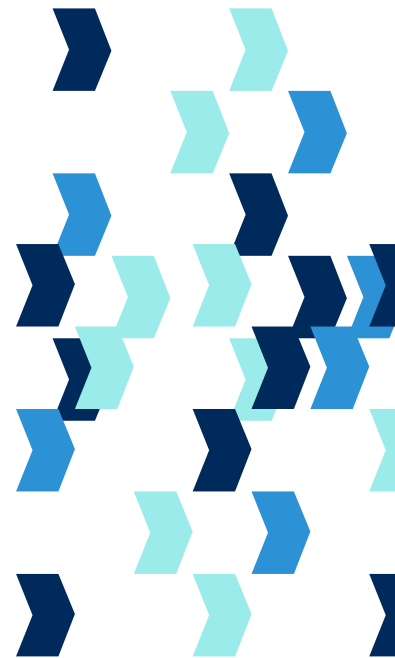
For the teams that qualify for the presentations round, teams will have 10 minutes to present their recommendations to the judges. Teams must submit any files and tools they may use during their presentations a day in advance, however, there is no limit on the number of slides used in the presentation.

Any references can be cited on an additional page and/or slide.

Reports and presentations need to be submitted in a PDF format to ei.challenge@ie.edu. Please refer to the schedule below for submission deadlines.

Teams and team members must abide by the:

- [IE Code of Ethics](#); and
- [Ethics & Integrity Challenge Rules](#).



SCHEDULE

The challenge schedule below provides guidance and sets expectations for participants regarding registration and submissions. Participants are required to follow all the deadlines and respect the time frames in which the work needs to be performed. In the unlikely event that the dates might change, all participants will be notified via email.

DESCRIPTION	DATE	TIME
Kick-off Event N°1	02/11	7:00 pm (CET)
<i>Kick-off Event N°2</i>	04/11	7:00 pm (CET)
Registrations open	02/11	9:00 am (CET)
Application deadline	10/11	11:59 pm (CET)
Receive case	12/11	12:00 pm (CET)
Case submission	18/11	11:59 pm (CET)
Finalists announced	23/11	9:00 am (CET)
Presentation submission	26/11	10:00 pm (CET)
Challenge webinar	27/11	5:45 pm (CET)

If your team members are based in other parts of the world, it can be difficult to get in touch and discuss tasks and objectives. If your team would like to request a virtual meet-up, please email ei.challenge@ie.edu. Teams can book themselves for a Zoom call for a maximum of 2 hours four times from November 12 to November 17 and November 23 to November 25. This is completely optional, and time slots will be reserved for teams that reach out first.

Below is the agenda for the presentations round. Teams will receive an email regarding the order in which they present. All participants are required to follow the time slots designated to them and stay securely connected throughout the webinar. If changes are made to the Schedule, they will be communicated in advance.

TIME	AGENDA
05:45 PM CET	Check-in
06:00 PM CET	Opening remarks
06:05 PM CET	Presentation by Team 1
06:15 PM CET	Presentation by Team 2
06:25 PM CET	Presentation by Team 3
06:35 PM CET	Presentation by Team 4
06:45 PM CET	Presentation by Team 5
06:55 PM CET	Rest
07:00 PM CET	Message from the Judges
07:15 PM CET	Message from the Dean <i>Soledad Atienza</i> <i>Dean of IE Law School</i>
07:20 PM CET	Winners announced
07:25 PM CET	Closing remarks



KICK-OFF EVENTS

THOMAS FOX

The Compliance Evangelist



Tom is literally the guy who wrote the book on compliance with his seminal one volume book “The Compliance Handbook, 2nd edition” which was published by LexisNexis in June 2021. Tom has authored 19 other books on business leadership, compliance and ethics and corporate governance, including the international best-sellers “Lessons Learned on Compliance and Ethics” and “Best Practices Under the FCPA and Bribery Act” as well as his award-winning series Fox on Compliance. Tom leads the social media discussion on compliance with his award-winning blog, and is the Voice of Compliance, having founded the award-winning Compliance Podcast Network. He is an Executive leader at the C-Suite Network, the world’s most trusted network of C-Suite leaders.

The First Kick-Off Event of the Introduction Week will present the different professional opportunities provided in the Ethics and Compliance industry while highlighting the importance of such new roles in the corporate business world.

*Careers in Ethics &
Compliance: Find your purpose*

Watch IE Ethics & Compliance Club's first Kick-Off Event with Thomas Fox and Cecilia Fellouse-Guenkel on November 2th, 2021 at 7:00 PM CET to learn what career paths exist in ethics and compliance and how promoting transparency and integrity is the driving force for every organization. To sign up for this event, please check the [IE Ethics & Compliance LinkedIn page](#).

CECILIA FELLOUSE-GUENKEL

General Manager - Compliance for Good



Cecilia is a passionate consultant who started working on compliance matters in the healthcare industry in 2008. She now helps companies in various industries with their compliance programs, corruption risk assessments, trainings and the coaching of new compliance officers. Originally trained as an attorney in France, she has worked in Asia (Vietnam), Africa (Nigeria and Gabon) and the UK. Cecilia makes a point of alternating between in-house and outside missions in order to keep abreast of the day-to-day challenges facing compliance officers. Her consultancy is called Compliance For Good because she believes that through a pragmatic and operationalized approach, compliance helps companies be stronger, more profitable and sustainable... for good.



KICK-OFF EVENTS

MARY INMAN

Partner Constantine Cannon - Head of Whistleblower Practice



Mary Inman is a partner in Constantine Cannon's London and San Francisco Offices. After 20+ years representing whistleblowers in the U.S., she moved to London in July 2017 for four years to launch the firm's international whistleblower practice and now splits her time between the London and San Francisco offices. She specializes in representing whistleblowers from the U.S., U.K., Europe, and worldwide under the American whistleblower reward programs, including the federal and various state False Claims Acts and the SEC, CFTC, IRS, DOT, and new Treasury Department AML whistleblower programs. Ms. Inman's efforts to export the American whistleblower programs to the United Kingdom, including her efforts on behalf of a successful British whistleblower, were featured in a recent New York Times article "Law Firm Sees Britain as Hunting Ground for U.S. Whistleblower Cases."

The Second Kick-Off Event of the Introduction Week will present the benefits of harnessing the power of Whistleblowers for Organizational improvement and success. During the presentation, Mary Inman and Cynthia will use and explain different case studies to highlight the positive role of whistleblowers in the corporate business world.

Harnessing the Power of Whistleblowers for Organizational Improvement and Success: Case Studies to Challenge Our Biases Against Whistleblowers and Reimagine Them as a Company's Best Risk Management Tool

Watch IE Ethics & Compliance Club's second Kick-Off Event with Mary Inman and Cynthia Stimpel on November 4th, 2021 at 06:30 PM CET, to learn why ethical decision-making is important for everyone and how promoting transparency and integrity is the driving force for every organization. To sign up for this event, please check the [IE Ethics & Compliance LinkedIn page](#).

CYNTHIA STIMPEL

*Co-Founder of Citizens of Conscience Foundation
Author of Hijackers on Board*



Cynthia's career was primarily in Banking since 1975, while studying part-time. She worked for SAA for the last 10 years of her career, firstly in the capacity of Head Financial Risk Management for 8 years, and then the last two years as Group Treasurer. Key focus was financial risk management, managing the Debt Portfolio and cash flow for SAA, analyzing the hedging portfolio and cost savings for SAA. Participated in Board Meetings as an invitee. It was in this role that she exposed and whistleblowed on a procurement transaction that saved SAA, and the country, R256 Million.

She is also the Co-founder of Citizens of Conscience Foundation for Whistleblowers.



PARTICIPATING JUDGES



The panel of five judges come from various sectors including consulting, pharmaceutical, technology, FMCG and law. They will be randomly assigned to evaluate three reports and will select one team out of three/five to qualify for the next round and stand before the entire panel for the final presentations.

The core values of any business are set by the sense of responsibility the senior management takes in shaping organizational ethics. Each of the following judges have, time and again, taken the opportunity to empower individuals to build a culture of integrity and trust, introduce new approaches to corporate conscience, and use their reputation as a competitive advantage.

**NIGEL
BENSTEAD**

*VP & Chief International Ethics & Compliance
Officer*
Dubai (UAE)



PEPSICO



Nigel Benstead is the Vice President and Chief International Compliance & Ethics Officer for PepsiCo's AMESA and APAC Sector. He is responsible for designing, implementing, and administering PepsiCo's Compliance programs across AMESA and APAC. Ensuring that Senior Management exhibits the appropriate tone from the top by supporting and sponsoring robust compliance programs and demonstrating a strong ethical tone through PepsiCo's "Winning with Purpose" agenda.



RUTI SMITHLINE

Partner
New York (US)

**MORRISON
FOERSTER**



Ruti Smithline co-chairs Morrison & Foerster's Investigations + White Collar Defense group and the Latin America Desk and is a member of the firm's FCPA + Anti-Corruption Task Force. She regularly advises clients on cross-border investigations, global compliance programs, and anti-corruption due diligence for acquisitions, joint ventures, and private equity transactions. Ruti has represented individual and corporate defendants in cross-border criminal investigations, SEC enforcement matters, and other regulatory proceedings, including matters related to trade sanctions and anti-money laundering.



ANNA ROMBERG

*Executive VP Legal,
Compliance & Governance
Stockholm, Sweden*

GETINGE 



Anna Romberg is a PhD, executive, and a lifelong learner intrigued by the human aspect of ethics and compliance programs and the importance of adequate governance to support lasting cultural change. She is an advocate for good governance and the co-founder of the Nordic Business Ethics initiative. She was responsible for the well-recognized Anti-Bribery program at Telia Company and has supported numerous global companies with governance and compliance-related matters as an executive and through her own business. She is currently a member of the executive management team at the leading Medical Device company Getinge, heading the global Legal, Compliance, and Governance function.

SAMANTHA BOEL

*Director, Compliance & Ethics
Amsterdam, EMEA*

Uber



Samantha Boel is the Director of Compliance & Ethics at Uber for the EMEA region. She is a compliance and ethics expert with more than 15 years of experience in the financial, insurance, real estate, retail, FMCG, and tech industry. She is keen on using her experience to give back to society.



Uber



ANDREAS PYRCEK

*Partner - Forensic & Integrity
Dusseldorf (Germany)*

EY



Andreas Pyrcek is Partner in Ernst & Young's Forensic & Integrity practice Dusseldorf/Germany. Andreas has over 15 years of experience in advising companies in Corporate Compliance, ethics, and integrity management as well as large-scale fraud investigations, royalty audits, international change/project management as well as financial statement reviews/audits. Andreas is EY's global leading partner for proactive services for Integrity, Compliance, and Ethics Management.

IE ETHICS & COMPLIANCE CLUB



WHO WE ARE

The goal of IE Ethics & Compliance Club is to promote transparency, independence, diversity and accountability in the corporate and public sectors, as well as foster discussions on areas touching ethics and compliance (including corruption, money laundering, cybersecurity, corporate governance, fraud, forensics and equality). Ethical business practices are, after all, the basis of a sustainable society and long-term value-driven culture. The initiatives integrate IE University's values into practice — by not just reaching for operational excellence — but trying to impact students and professionals by creating unique and high-quality opportunities for the community.

As an organization led by student leaders, the Club realizes their responsibility towards sustainable development and global transformation, and have adopted three of 17 of the SDGs into their strategy: 9, 16 and 17.

"Ethical actions need to be seen as long-term and ever-evolving practices that deal with the underlying culture, purpose, and perception of organizations."

Amongst the many events and initiatives, the Club shares information on their Whatsapp group and LinkedIn page to help spread knowledge and create conversation on corporate risk, governance, and global issues. Click [here](#) to sign up.

Organizations, universities, and companies can get involved in collaborating, promoting, or sponsoring the challenge. Got a question? Click [here](#) to see the answers. If you still need help, get in touch using ei.challenge@ie.edu.



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EMAIL ADDRESS

ei.challenge@ie.edu

WEBSITE

www.ie.edu/law-school/initiatives/ie-ethics-compliance-club/

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