

The Clean Business Initiative



Improving the Business Environment and
Promoting Integrity in the Private Sector

(Jean-Boris Roux – country manager RM Asia)



The Clean Business Initiative

Goals

- **GOAL No 1:** Support private sector development by enabling businesses to work in a fair environment
 - Unofficial fees
 - Taxes
 - Smuggling
 - Counterfeits

- **GOAL No 2:** Promote “clean business” practice within company operations
 - Accounting
 - Transparency
 - Hiring practices
 - Customer service
 - Employee policy awareness



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Planned Activities

- **Filling the Information Gap** – guides to doing business in the country
- **Promotion of Private Sector Business Environment Reforms** – through channels such as the Public-Private Dialogue
- **A Preferred Provider Network** – preferred suppliers and contractors
- **Clean Business Toolkit and Website** – easy-to-understand-and-adapt policies (code of ethics, customer service policy, anti-corruption policy)
- **Conferences, Workshops, and Trainings**
- **Networking** – share best practices
- **Clean Business Advertising** – targeting both businesses and consumers



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Challenges and Opportunities

Challenges

- Reputation
- Keeping the network “clean” (certification/complaints)
- Detractors
- Sustain momentum – continued engagement of endorsees

Opportunities

- Successful launch
- CSR
 - Stock exchange
 - Foreign investment
- Multinational endorsees with tested practices
- Partnership with donors/NGOs working on private sector development



The Clean Business Initiative Endorsees





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- Cars and special vehicles



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- Industry



...

- Food



"Flavoured to Exhite"



Business integrity
and
fair environment
challenges

→ examples



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Why Join?

- Excellent Corporate Social Responsibility vehicle
- Gain respect and recognition as a “clean” company with quality products and standards
- Join a growing network of Clean Businesses to:
 - promote business reforms
 - increase your business
 - share your experience
- Access to business information on laws, regulations, related prakas
- Brand benefit from public campaign encouraging customers to support “Clean Businesses”



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How to Join

Eligible endorsees: registered businesses operating in Cambodia with a commitment to fair competition and business integrity

Requirements:

- ✓ Be a member, in good standing, of a recognized business association or
- ✓ Get a recommendation from a current Clean Business Initiative endorsee and
- ✓ Sign the Clean Business endorsement protocol and display it in your place of business and
- ✓ Pay membership fees



For More Information:

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