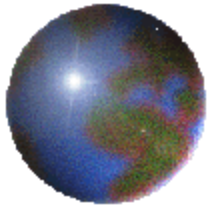




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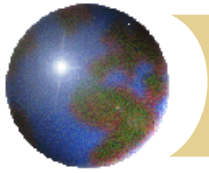
European Business Ethics Network



*Public-Private Sectors:
Ending Conflicts of Interest*

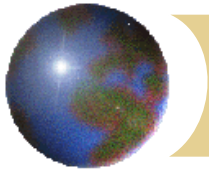
Alejo José G. Sison

EBEN



Overview

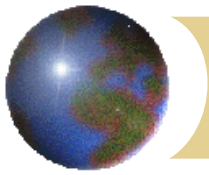
- I. Identifying the problem
- II. Understanding the nature of the problem. Analysis
- III. Exploring possible solutions from Business Ethics



I. Identifying the problem

Not “conflict of interest” *per se*, but

Corruption: using public resources for private benefit in a non-transparent manner



II. Understanding the nature of the problem. Analysis

1. Above all, an ethical problem
2. Endemic to both public/state and private sectors, rich and poor alike, regardless of culture
3. A “disease” that affects human nature



III. Exploring possible solutions from Business Ethics

1. No “once and for all” solution
2. a) norms-based: laws, rules, principles, standards...
Interpretation/application?
- b) consequence-based: cost-benefit analysis of alternatives, pragmatism...
End justifies means?



III. Exploring possible solutions from Business Ethics

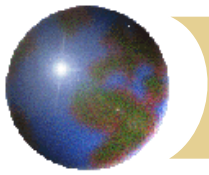
2. c) virtue/common good:

norms + consequences + character

common good:

The good of the whole human being and of all human beings. "Win-win" game

(Vs. Individualism,
satisfaction of individual preference,
"zero-sum" game)



III. Exploring possible solutions from Business Ethics

e.g. IDOM Engineering Consultancy

The screenshot shows the IDOM website homepage. The browser window title is "IDOM, Ingeniería, Arquitectura y Consultoría - Mozilla Firefox". The address bar shows the URL "http://www.idom.es/?id_sec=&language=ESvalue1=". The website header includes the IDOM logo and navigation links: Engineering, Civil Engineering, Architecture, Consulting, Integrated Services, and About us. The main content area features a "HOME" section with the IDOM logo and the text "Professional Services of Engineering, Architecture and Consulting." Below this is a "News" section with three articles:

- 29th. March 2011**
In March was inaugurated the 50 MW plant of Majadas (Extremadura), a facility that will prevent the emission into the atmosphere of 100,000 tons of CO2 annually. Idom has provided to Acciona Energy a turnkey service of the power block.
Idom's technological development and the use of advanced project management tools have helped achieve a leadership position in the implementation and commissioning of the thermal power plants' power units. Highly skilled multidisciplinary teams will cover all phases of the project, including engineering, procureme ... [see more](#)
- 27th. February 2011**
Metro Cairo. Contactless Ticketing System
Cairo Metro, a public enterprise of Egypt's Ministry of Transport, is undergoing an ambitious process of expansion, renovation and modernization of its entire network of operations. It will soon join the new and modern Line 3, which links Cairo Airport with the city's Western district. With a population of approximately 17 million people, Cairo is one of the most densely populated cities in Africa. The Cairo Metro, in operation since 1990, currently transports more than 3 million passengers per day. To manage such a high passenger flow in the mos ... [see more](#)
- 28th. January 2011**
Black Holes, Distant Stars and Galaxies
The Gran Telescopio Canarias (GTC) is an ambitious Spanish project, led by the Institute for Astrophysics of the Canary Islands, to build one of the largest and most advanced telescopes in the world at the Observatorio Roque de los ...

The footer of the website contains the copyright information: "© IDOM / AVDA, LEHENDAKARI AGUIRRE, 3 / 48014 BILBAO / SPAIN / TEL +34 94 479 76 00 POLITICA DE PRIVACIDAD". The browser's taskbar at the bottom shows several open applications, including "Inicio", "Bandeja de entrada - ajs...", "Alejo_May2011 - Microso...", "IDOM, Ingeniería, Arq...", "Ginebra", and "Microsoft PowerPoint - [...]" with a system clock showing "12:02".