

# ethical connections

INSTITUTE FOR GLOBAL ETHICS

## New Guidebook Available: Field Guide to Promoting Clean Campaigns

With support from The Pew Charitable Trusts and the Carnegie Corporation of New York, the Public Policy department has published a *Field Guide to Promoting Clean Campaigns*, designed to help citizens develop and mount locally based code-of-conduct projects.

“The key to turning this good idea into a social movement is replication,” explains Brad Rourke, the Institute’s vice president, public policy. “Citizens are demanding better campaigns, and this creates a way to give voice to their demands.” The *Field Guide* includes chapters on effective media-relations strategies, grassroots organizing, and candidate contact, as well as extensive information on organizational details on what we have found works—and what doesn’t.

There is also a series of tough questions and answers, based on our

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## Capital Campaign Begins

For more than ten years, the Institute for Global Ethics has been a leader in the field of applied ethics. Over time, painstakingly, the Institute has cultivated the notion that the language of ethics is a vital one, critical to our daily lives, and easily learned and used by citizens and organizations of any nation.

While the Institute’s activities are forever changing, they remain tethered to a core vision: *A world where shared moral values shape relationships, determine decisions, and guide actions for every individual, institution, and nation.* This year, with the support of the board of directors and a dynamic campaign committee, the Institute has begun its first-ever capital campaign, “Shared Values for a New Century: The Campaign for the Institute for Global Ethics.”

The campaign seeks to raise three million dollars. These funds will ensure the Institute’s long-term financial stability and expand its reach in education, politics, business, and technology. Campaign funds will go into several distinct programs.

The Ethics in Education Fund will strengthen the Institute’s remarkable training and publications program for all school levels.

The Senior Fellow’s Program in Ethics

will bring outstanding individuals from around the world to work closely with the Institute’s staff, strengthening both programmatic diversity and ethical discourse in other nations.

In honor of Dr. Rushworth Kidder’s leadership, the Institute will establish an endowed President’s Chair in Ethics, allowing Dr. Kidder the freedom to do research, writing, and speaking on contemporary ethical issues crucial to today’s society.

The Innovation and Reserve Fund will provide a strategic unrestricted fund balance, allowing the Institute to develop timely products and services, and stabilizing its operations.

The campaign will also support substantially expanded communications and outreach activities, allowing the Institute to reach more people, more

effectively, with ethics tools and ideas.

“Shared Values for a New Century” heralds a new phase in the Institute’s growth as an organization. Widely recognized as an organization that makes a difference, the Institute will prosper in this new century with its members’ continued support. Changing ethical attitudes take a long-term vision. The capital campaign can make sure the Institute’s vision never falters. ■

Our capital campaign, “Shared Values for a New Century,” heralds a new phase in the Institute’s growth as an organization.

# What's New?

## Institute Begins Work in Bangladesh

The Institute for Global Ethics is under contract with CARE Bangladesh, a subsidiary of CARE International, to conduct Train the Trainer seminars for staff of this world-renowned nonprofit organization. Marty Taylor and Paula Mirk have journeyed to Dhaka to conduct research on the organization and the environment in which it operates, interviewing senior management officials, conducting focus groups, and distributing a survey to more than 150 CARE Bangladesh managers. "We are training managers in ethical decision making," Marty Taylor explains. "We hope that in a tight spot, they can depend on the organization's values to help them make the best choice possible. Moreover, with a common decision-making framework, employees everywhere will be confident that their management will support them. In the end, we expect this training and ongoing maintenance to help make CARE Bangladesh more effective and more efficient; their record is already outstanding." Research and training took place in spring and summer. Discussions are under way for crafting evaluation and continuing education. ■

## New Guidebook Available . . . (Continued from page 1)

experience fielding objections from candidates, the news media, and political consultants from around the country.

We hope that the experience and expertise we have gathered over the course of five years of working with codes and candidates will be a resource to groups interested in improving political campaigns in their area.

The purpose of the *Field Guide* is to show how local groups can do just that, with processes that

have been repeatedly tested and modified. More important, suggested steps reflect efforts of varying levels of commitment and resources. Our intent is for the *Field Guide* to be usable by a single citizen activist trying to clean up local campaigns, or by a well-funded coalition of citizen groups attempting to raise the bar for campaign behavior across their state.

For a free copy of the *Field Guide*, call the Institute toll free at 800-729-2615. ■

### Tidbits

#### The Institute Goes to Guatemala

This summer, Paula Mirk, vice president of education, returned to Guatemala City to conduct additional Ethical Fitness™ training seminars for the Universidad Francisco Marroquín and the American School. University officials are very enthusiastic about the Institute's processes, and have begun Spanish translations of the Institute's Train the Trainer manual and *Building Decision Skills* curriculum!

#### Student Values Survey

A new project called "Young People Communicating Global Values," funded by the Shinnyo-En Foundation in San Francisco, is engaging students from schools in Asia, Latin America, and North America in dialogue and interaction about ethics and ethical decision making. Students at three sites—Toronto, Canada; Guatemala

City, Guatemala; and Bangkok, Thailand—will begin conducting surveys of other students' values this fall. Based on their survey results, the students will discuss crosscultural differences and create and test activities that further their exploration of ethics.

#### Canada

A generous donation from a member to operate the Institute's Canadian office in Toronto recently caught the Institute by surprise. The gift has provided Canadian director Doug Bryden with the means to develop a series of ethics projects that address immediate Canadian concerns.

#### UK Trust

The Institute for Global Ethics UK Trust is embarking on an ambitious pilot program as part of implementation of the country's "Education for Citizenship" initiative. Anticipated to begin as a pilot project with up to 100 schools and youth organizations in January 2002, the program will encourage students to help build a culture of shared basic values and respect for the rights of others, reflect-

ing the U.K. Human Rights Act. Participants will be asked to respond in a creative fashion to the concepts and challenges of human rights through active citizenship. Awards will take the form of works of art, other creative opportunities, and school accreditation.

#### New CD-ROM Released

The Institute unveiled its newest CD-ROM-based education package, *Leading with Values—Ethical Fitness™ for Nonprofits, Boards, and Staff*, this summer. Designed specifically for nonprofit organizations, the project is a collaboration of the Institute for Global Ethics, Independent Sector, the National Center for Nonprofit Boards, and the National Council of Nonprofit Associations. The Institute worked with these organizations to identify the most critical ethics training needs of nonprofit organizations.

## Katherine Fanning's Legacy

**T**he late Katherine Fanning, Institute founding member and editor of *The Christian Science Monitor*, passed away in October 2000. Kay's intellectual and personal contributions to the Institute are without number. She also made a generous provision for the Institute in her will. Through her planned gift of stock,



the Institute's global and national programs will benefit for years to come. According to Marilyn Gondek, executive vice president for finance and administration, "Kay's thoughtful gift speaks volumes about the woman. She took the time and thought ahead, and we are deeply grateful for her posthumous donation." ■

## How to Speak the "Language of Ethics" in Public

**T**he words *ethics* and *morals* can be off-putting for some people. The terms are considered abstract or relative, lacking concrete meaning. When talking about ethics in public, other, more general words work just as well—*integrity*, *character*, *values*, and *virtue* among them.

Our research at the Institute suggests that when you ask people to identify their more important values, they talk about five ideas: respect, responsibility, fairness, honesty, and compassion. These five terms are in much more frequent use than the word *ethics*. As we use them, however, we need to be aware that they're not the same as ethics. For example, an individual can be perfectly honest and wholly lacking in compassion, or

very respectful and completely irresponsible. Having one good quality does not automatically make one ethical.

These five values consistently occur when the abstract notion of ethics is defined by individuals through rational discussion. And since they appear to be the constituents of ethics itself, they often work pretty well in public conversation.

Thus, to broach an ethical question at your local town meeting, the gathering of a library committee, or other public event, you might offer your audience a familiar handle. Rather than discuss ethics, a term unclear to many, talk about common values or a shared definition of integrity. You may be surprised to find how energized the discussion can become! ■

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## Staff Profile

### Jane Babbitt

*Executive Administrator*

"It was the right thing at the right time," recalls Jane Babbitt of her start at the Institute in 1995. "I couldn't believe my good fortune!"

Jane, her husband Tom, and their two daughters moved to Camden in 1990 after completing a one-year sailing voyage from Maine to Grenada and back again.



Jane began her duties when the Institute was still a small organization. "In the old days we took on just about anything," Jane remembers. Her responsibilities steadily have expanded as the Institute itself has grown. "I'm an old-timer," she says. "I know the history of the Institute and am involved with every department." Jane's duties include managing Rushworth Kidder's busy schedule, planning board meetings, maintaining the Institute's records, and proofreading Dr. Kidder's written pieces and all major publications of the Institute.

Working at the Institute has impacted Jane as a parent. "I've really evolved in my awareness of ethics. I wish I had had this awareness when I was raising my children. It's led to some wonderful discussions with them."

Looking ahead, Jane believes the Institute will continue to gain credibility and greater visibility in the field of ethics. She cites the tremendous expansion of activities within the Institute's three program areas. "There's been huge growth in the scope of our activities. For example, in education we started with one curriculum, but now are involved in prison education, environmental education, and a full range of school curricula." Over the years, she has seen higher-level organizations and businesses requesting Ethical Fitness™ seminars and meetings with Dr. Kidder.

"I'm delighted to work here," says Jane in closing. "I can walk to work. And from my window I can see the very congested center of Camden as well as the water on the harbor. Fulfilling work with wonderful people in a beautiful location—what could be better?!" ■

## Open Ethical Fitness™ Seminars

September 21, 2001, Camden, Maine, U.S.A.

October 16, 2001, Camden, Maine, U.S.A.

November 13, 2001, London, England

## Open Train the Trainer Workshops

October 17–19, 2001, Camden, Maine, U.S.A.

For U.S. seminar information, call 800-729-2615 (toll free).  
For U.K. information, call 020-7486-1954. For Canada information, call 877-843-8315 (toll free).

## Ethics Newslines: Unique News Service Now Delivered Free

We are delighted to announce that our groundbreaking ethics news service, *Ethics Newslines*, is now available—absolutely free—through weekly email delivery. Each edition of *Newslines* contains timely commentary on world issues, carries a weekly column by Institute President Rushworth Kidder, and is full of news about top ethical issues. To take advantage of this free service, visit *Newslines*'s Web site and sign up: <http://www.globalethics.org/newslines/members/>

## Snapshots from the Institute...



Claire Stiles (second from right) joined Paula Mirk (farthest right) in leading a Train the Trainer session in Camden, Maine, in June. Participants came from across the United States, and will go on to conduct Ethical Fitness seminars in their schools, workplaces, and broader communities.

Capital campaign committee and staff members gathered for a recent meeting in Penn Valley, California. Left to right: Bob Pratt, Lyn Kendrick, Rushworth Kidder, Mary Margaret Young (seated), Liz Kidder, Graham Phaup, Phil Smith.



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**Institute for Global Ethics**  
P.O. Box 563  
Camden, ME 04843

Celebrating 10 years

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