

The Code of Conduct and Its Communication Campaign: A Perfect Match!

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- Learn how to encourage a culture of “doing the right thing”—with the ultimate goal of protecting the reputation and strengthening sustainability and competitiveness of business.
- The Code of Conduct’s effectiveness greatly depends on its communication. No matter how good the document is, it will be meaningless unless fostered and spread out.
- It is fundamental to live and enjoy the Code of Conduct through different initiatives: tone from the top, brochure publication, dedicated events, videos, gamification, posters, gadgets, etc.

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