All over, from Brazil to Jamaica, from Botswana to Kenya, people are standing up for ethics, values and clean living. Here is some of the latest news from around the world.

**Must read...**

**Jamaica Government signs the UE commitment**

**Let's Take the Next Step**
by Dr. Jacques van Rooyen (UE Ambassador)

At the start of the second quarter of 2015, extraordinary events, happenings and developments that reiterate the need for a vehicle such as Unashamedly Ethical continue to unfold, not only in South Africa but globally. The apparent lack of ethics in government and business circles, as well as in the affairs of private individuals is being exposed by the media on a regular basis. It is as though the time has come to lift the lid on "bad behavior" and to challenge people to take a position in respect of unethical, unjust and corrupt practices. I would like to believe that Unashamedly Ethical has begun to make a significant contribution in raising awareness about the need for individuals and society to act on a global level in order to counter the threat that corruption poses to the quality of life of future generations.

As an Unashamedly Ethical Ambassador, I have made a personal commitment to engage the youth of our country and for this reason have encouraged the development of commitment forms for school pupils and students at tertiary institutions. It was, therefore, a huge privilege for me to attend an event hosted by Unashamedly Ethical at the University of Stellenbosch in South Africa’s Western Cape Province, which was attended by almost 300 students. The aim is to establish an Unashamedly Ethical Student Society on the campus by end of the year and then roll out the campaign at other universities over the next three years. By targeting the youth we will ensure that we reach future generations of leaders and parents in order to educate them about the benefits of committing to an ethical and values-driven lifestyle, as opposed to not doing so.

I believe that signatories of the campaign need to take the next step, after having signed the pledge, to become more involved in promoting the campaign within their own circles, connecting with other members in their local area, and offering further support by way of making a small monthly donation, albeit as little as 0.1% of their income. It is this combination of factors that will ensure that Unashamedly Ethical succeeds in attracting enough support in order to achieve the desired turning point. It must be remembered that without the necessary financial resources, the campaign cannot do much and will be limited in its ability to have a great impact that will result in a major shift in society.

To every signatory, thank you for your commitment. I challenge you to get involved in an Unashamedly Ethical project, or start one yourself.

**UE in Brazil**

One company in Curitiba, Brazil, has grasped the opportunity presented by the Unashamedly Ethical campaign with both hands to ensure that it changes the landscape of Brazil. Brazil was ranked joint 69th with six other countries on Transparency International's 2014 Corruption Perception Index, which reflects the perceived levels of public sector corruption in 175 countries/territories around the world. It has been plagued by several scandal linked to corruption in government circles. Markenson Marques, owner and president of logistics and supply chain company, Cargo Lift, a corporate member of Unashamedly Ethical, says a first step after the campaign was introduced by its founder, Dr Graham Power, in Brazil in November 2014 was to localize it by translating the name to CORAJOSAMENTE ÉTICOS and design a campaign website in Portuguese. According to Renata Anile Santos, Cargo Lift's Marketing Manager, the first specially designed foreign language translation of the Unashamedly Ethical website, www.corajosamenteeticos.com.br, will go live on April 15, 2015.
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Ethical forum that included a panel discussion, with the newly appointed representative of Transparency International,

Professor Trevor Munroe, as one of the panelists; speaking opportunities at three church services; as well as some press

and television interviews.

Unashamedly Ethical takes off in Jamaica

Five days, 500 individual commitment forms and many other sign-ups online - this was the result of an exciting visit to introduce the Unashamedly Ethical campaign to Jamaicans by South African businessman and founder of the campaign, as well as founder of the Global Day of Prayer (GDOP), Graham Power. What was a simple invitation a little over a year ago to Graham by John Roomes, CEO of Wycliff Bible Translators Caribbean, for him to speak at a Christian Business Leaders’ Banquet had been transformed into five days of an intense series of events. It was felt by our closer business friends that we should do much more with this visit and they asked that we widen the events to include as many business leaders as possible, meetings with church leaders as well as with leaders of state.

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From the Toolbox
by Patrick Kuwana

Many people ask the question: "So, I have signed the Unashamedly Ethical pledge but how do I practically walk out the 10 points on the commitment form in my personal life or in my organisation"? Making a commitment to live a life of ethics, values and clean living does not mean that we automatically become 'perfect' but it is an acknowledgement of the intent to walk out the 10 point commitment and to make changes where changes need to be made. With this in mind one of our committed goals is to provide our members with ‘tools’ that will enable them to walk out the life of ethics, values and clean living in their personal lives and organisations.

Click here to see - what is in the TOOLBOX?

Developments on the African Continent

South Africa, Africa
Partnerships - Taxi industry and leadership development

Africa Update

In March Marcel Versfeld participated in the 'Joining Hands' conference in Botswana and that has resulted in great interest to drive UE forward in that country. Two potential country coordinators have already identified and we will continue to work with them to build the foundation of UE in the country.

A lot of background activity has been taking place regarding the growth of UE in other African countries. In May Patrick will be the key note speaker at the African Biblical Leadership Initiative Forum in Ghana and will be using that as a platform to get the UE vision to leaders from various African countries who will be attending. We also hosted the UE ambassador for Ivory Coast and plans to launch UE in that country and now underway. We have received an invitation to participate in the Executive Leadership Network (ELNET) conference and awards ceremony in Kenya on the 5th. This will also give us a platform to grow the UE activity in Kenya.

We are excited by these activities because they will give us a strong position to grow the Western Africa and Eastern
African presence and also give us a base into French speaking Africa through the Ivory Coast.

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Transparency International - extracts on corruption that has made the headlines

Globally

SIERRA LEONE’S MISSING EBOLA MILLIONS

FREETOWN - John Sahr Sahid, 30 Mar.

(IRIN) - More than half of US$18 million of treasury and public donation funds supposedly spent on fighting Ebola in Sierra Leone, where the disease has claimed 3,764 lives, lacks complete paperwork and almost a third is officially "unaccounted for" according to an audit report. Anti-corruption and National Ebola Response Centre officials are investigating findings by the Audit Service that around $6 million may have gone to the wages of non-existent or "ghost" workers. The service found that between May and October 2014, $3.7 million that was disbursed from the Emergency Health Response Account and the Ministry of Health Miscellaneous Account, intended for Ebola response activities, had no supporting documentation to show how the funds were used. An additional $2.6 million was taken from the same accounts without "adequate" supporting documentation, such as receipts. The auditors also reported that $3.9 million, which was supposedly used to purchase ambulances and help construct the Port Loko Ebola Treatment Center, is unaccounted for.


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From the Bible:
"He (king Joash) lived the way God wanted and did the right thing..."
2 Kings 14:3 (The Message)

About 300 students gathered at the University of Stellenbosch in the Western Cape, South Africa, to participate in a panel discussion about ethics, which was hosted by Unashamedly Ethical.