



easily one can find themselves conflicted and they have to do the right thing, and why is it important to always do the right thing and avoid taking the wrong path.

This is part of the teaching, the reinforcing, building muscle memory for some of these things so that they are practising, they are rehearsing. Because sometimes we are expecting people to suddenly have integrity and ethics when they haven't had the training, the practice and we expect them to just turn it on like that. When they actually haven't been exposed to it from the outset. I think that's the most important thing about this.

It gives them the frameworks but also exposes them to scenarios that illustrate the impact and consequences of some of these situations but also how one might find themselves caught up in these kind of situations by organisations straying from values, by lack of integrity, or by leaders that don't support or push or lead from a values-driven ethical standpoint, which can push departments, or organisations or stakeholders into comprising situations that quite often, most of them end up being regrettable situations.

Most of the time we have tended to shy away from some of these things or we teach it separately in isolation from finance from marketing from operations, from law, from journalism and yet we have seen you know, in these scenarios of social media: rules about people's information, what is a fair campaign, interfering with democracy and manipulation, all those things and you wonder where is the integrity and what about ethics that should be guiding us?

So you can really see how this is so needed and so timely. I believe this is a timely intervention. But it's making the tools available, you know, to support the practitioners – academics, teachers, across the world - to say here are the tools and materials that are going to support you in this initiative and hopefully this can lead to fairer sustainability and better results.

The idea behind these modules is they are designed to be used in universities by other lecturers and other academics so they bring in really cutting-edge activities, scenarios, theories and concepts that are easy to distill – all this with the idea of sharing as widely as available right across the world to expose young people to the subject of integrity and ethics so the world can become a much better world and a just world.

The European Union Public Law has partnered 70 universities who are going to pilot this from the outset and so hopefully in a short space of time these modules will be available right across the world. Also because they have gone online as well and open access, they are going to be easily available. Slides have been prepared for them, there's materials that are downloadable.

Really for me, it's the first UN experience but also amazing to, you know, bring people from right across the world from all the continents in the world represented, coming together with expertise from your top institutions from around the world sharing materials on integrity and ethics. Very, very inspiring that such a subject can suddenly lead to such platforms but have such resources behind it.

Suddenly here we are at the heart of the United Nations cutting right across faculties, disciplines, multi-disciplinary, reaching wider sectors, societies, countries, nations, with such an important message on integrity and ethics. You couldn't ask for anything better than such an impact.