



## Fellowship of Rotarians

November 2020

### Ethics Fellowship of Rotarians

Dear Ethical Fellows,

I am pleased to greet you and your family members in the certainty that they are in excellent health.

The enclosed proposal of resolution that we intent to submit to the United Nations will help to promote Rotary's public image. Therefore, it will make Rotary an object of desire, longing for all companies, institutions and even personally.

We intend for February 23 to be declared the World Ethics Day.

The motto "Service Above Self" evokes "detachment". We are of the opinion that important is not who did it, but what we will do together.

We glimpse the way; we have the will so, let's go ahead!

Ethical Greetings,

**Where there is a will there is a way**

(English Proverb)

Sergio Levy, President PDG 1982-1983 D. 4730 Curitiba Cidade Industrial RC Brasil.

[Enclosed: Proposed Resolution; Additional Justifications \(Anexo 1\); and The History of The Four Way Test \(by Herbert J. Taylor\), Anexo II.](#)

PS: we would appreciate receiving your suggestions.

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## **Ethics Fellowship of Rotarians - EFOR**

Re: 23 of February - World Ethics Day proposal to be submitted to United Nations through the Board of Rotary International

According to the Rotary International Code of Procedures, the validation of this Proposed Resolution must take the following steps:

- 1) Submit this proposal to the Governor of your District for consideration by the Voting Delegates at the Assembly at the next District Conference.
- 2) If approved, it will be submitted to the Board of Rotary International to whom it is appropriate to proceed or not, including when it accepts the suggested date - 23 February.

**(Suggestion made available to all Members and Worldwide Rotary Clubs )**

**Applicant:** Rotary Club \_\_\_\_\_ District \_\_\_\_\_

### **Whereas:**

1. The United Nations Organization contemplates in its calendar the "International Day to Combat Corruption", celebrated annually on 9 December.
2. Ethics is the most effective and peaceful concept as an awareness practice for the prevention of corruption.
3. Rotary, in its 115 years of history, is a protagonist of humanitarian actions aimed at understanding among peoples, in conjunction with the precepts of the The Four Way-Test; by the way, Ethics is in the Rotary's DNA.
4. Rotary works in more than 200 countries with over 1220,000 volunteers dedicated to actions in favor of "peace and conflict resolution, disease prevention and treatment, water and sanitation, maternal and child health, basic education and literacy, economic and community development, and "Polio Eradication".
5. The purpose of Rotary determines the "recognition of the merit of every useful occupation and the dissemination of professional ethical standards", in their personal and professional relationships, the truth,





fairness, friendliness and helpfulness gathered in the “The Four Way Test”.

6. The World Ethics Day coinciding with the date of its will promote positive celebrations, provoking the attention of the media, benefiting both United Nations and Rotary International' images worldwide.

### Resolves:

Submit to the Board of Rotary International and / or the Resolutions Council whether February 23 is included in the United Nations calendar as "World Ethics Day".

## Anexo I – Additional Justifications

### Ethics, The Four Way Test, Compliance and the United Nations

(By: Sergio Levy PDG 1982/83, RC Curitiba Cidade Industrial, Distrito 4730, Ethics Fellowship of Rotarians, President.

There are several interfaces that substantiate and justify Rotary International's role in raising the United Nations' consideration to grant Ethics a day to be celebrated on the world calendar and on 23 December.

The following are the considerations:

1 - On the United Nations calendar, December 9 was declared the International Day to Combat Corruption, starting in 2005.

2 - The 2030 Sustainable Development Agenda (TSDA) establishes **“the eradication of poverty and the promotion of a decent life for all”**; the Goal 16.5 proposes: **“to substantially reduce corruption and bribery in all its forms”**.

3 - His Excellency General Secretary Antonio Guterres, on December 9, 2019, during the celebration of the International Day to Combat Corruption, declared that *“Corruption is costing the global economy US \$ 3.6 trillion every year under the modalities of bribery and stolen money”*.

4 - Compliance, which derives from comply, *“act in line with the rules”*, has its origin in American legislation when the "Prudential Securities" (1950) was created, in the regulation of the "Securities and Exchange





Commission" (SEC) (1960) and the appearance of the Foreign Corrupt Practices Act (1977);

5 - The Four Way-Test, which emerged to rebuild and save a company on the verge of bankruptcy in 1932, by Herbert John Taylor, facilitates decisions making in the light of "Veracity, Equity, Friendliness and Helpfulness".

### **In Conclusion:**

To "substantially reduce corruption and bribery in all its forms" - as stated in Goal 16.5 - Rotary clubs and their members can play a leading role worldwide by sharing The Four Way-Test in all society areas (Ethics is the essence of The Four Way Test as well as is the antidote to combat corruption).

- Decreasing corruption, the amount of resources will be applied to humanitarian projects, contributing to peace ... because peace is not only the absence of war ... "Peace is the Mitigation of Misery" (Sergio Levy).

### **The History of The Four Way Test (by Herbert J. Taylor)**

Dear "Ethical Fellows",

I believe that many are unaware of the History of the Quadruple Test in the version told by its author - Herbert John Taylor, president of RI 1954-1955. Source: Rotary International Publication PA2 - 515 - EN).

Enjoy it, your comments are always highly appreciated!

*"In 1932, I was commissioned by the creditors of Club Aluminum Co. to prevent its bankruptcy and the consequent closure of the company that acted as a distributor of kitchen utensils and other household items.*

*It owed more than \$ 400,000 over total assets. It was practically broken, but it survived. A bank in Chicago lent us \$ 6,100, a meager amount of money to continue operating.*

*While we had a good product, our competitors also traded with excellent quality material and widely advertised brands. Our company had great employees, as well as the competition. And, moreover, they were, of course, in much more solid economic conditions than ours.*





With tremendous obstacles and disadvantages to face, we felt the need to create in our organization something that competitors would not count on in equal proportions.

We decided, then, that it would have to revolve around the character, the sense of duty and the spirit of service of our people. We determined to start by carefully selecting our employees and then helping them to become better men and women as they progressed in their careers.

We believed in the "strength of reason" and decided to try our best to have it on our side. The industry we consecrated ourselves to, as with many others, had a "code of ethics", but it was too long and almost impossible to memorize, therefore impractical.

We concluded that we needed a simple standard to assess the correctness of our way of doing things and that everyone in the company could quickly remember. We understood that the proposed text should not point out to our employees what they had to do but ask them questions that would make it easier for them to check whether their plans, rules and actions were right or wrong.

We had searched the available publications for a short ethical measure, but we were unable to find a satisfactory one. One day, in July 1932, I decided to pray about it. That morning, I leaned over my desk and asked God to help us think, speak and do what was right. I immediately took a blank card and wrote "The Four Way Test" of what we think, say or do, like this:

- 1 - Is it the Truth?
- 2 - Is it Fair to all concerned ?
- 3 - Will it build Goodwill and Better Friendship?
- 4 - Will it be Beneficial for all concerned?

I put this small series of questions under the glass of my desk and decided to rehearse it for a few days before discussing it with any company employee. The result was very discouraging and. I almost threw it into the wastebasket.

When on the first day I started to compare everything that passed through my hands with his initial question: "Is it the truth?" I had never





realized, until then, how often I was removed from the truth and the number of inaccuracies that appeared in the company's documents, letters and advertising.

Two months after a sincere and constant effort on my part, I was completely convinced of its value and, at the same time, immensely humiliated and discouraged by my own performance as president of the company. However, I made a lot of progress in that purpose of respecting the test to think I was authorized to mention it to my associates. I discussed with the four department heads. Perhaps it is useful to know the religious belief of the members of this group: one was a Catholic, the second Evangelical Christian, the third Orthodox Jew and the fourth Presbyterian.

I asked each of them if there was any detail in The Four Way-Test that was contrary to the doctrine and ideals of their devotion. All agreed that the cult of veracity, fairness, friendliness and helpfulness not only fit their principles, but that, if permanently observed in business, these virtues ensured greater success and improvement. They agreed to find out if the establishment's standard plans, reports and publicity were in line with the dictates of The Four Way- Test. Later, all the staff were asked to decorate and adopt in their relations with others.

The investigation of the language of our advertisements, in the light of The Four Way-Test, resulted in the elimination of assertions whose authenticity could not be demonstrated. Superlatives like "the best", "the biggest", "the only one", disappeared from our propaganda. As a result, the public gradually began to place increasing faith in what we said in the ads and to buy more of our goods.

The uninterrupted use of The Four Way Test Test led us to change our orientation regarding relations with competitors. We abolish from our literature and claim any adverse or harmful comments on competitive products. When an opportunity was offered to praise our colleagues, we did not hesitate to do so. Thus, we earn your consideration, respect and friendship.

Obedying the precepts of The Four Way-Test in dealing with our employees, suppliers and customers guaranteed us their esteem and goodwill. We have learned that the affection and trust of those with whom we associate are essential to lasting business success.





Thanks to the loyal efforts of our servers for more than twenty years, we have steadily approached the targets that The Four Way-Test aims to achieve. We were rewarded with a continued increase in our sales and profits, in which the remuneration of employees participated.

Bankrupt in 1932, we managed to reach the current situation with its debts fully paid, the payment of more than one million dollars to its shareholders and a collection of more than two million dollars. All these results were derived from an initial investment of just US \$ 6,100, the observance of the Quadruple Test and the intense work of some dedicated creatures who believed in divine goodness and acted under the inspiration of high ideals.

Intangible dividends, derived from the adoption of the Quadruple Proof, are even more significant than financial ones. We have constantly seen the goodwill, esteem and confidence of customers, competitors and the general public growing in our favor, and, most importantly, we have seen a great improvement in the moral qualities of our staff and employees.

We found that the Quadruple Test cannot be applied unceasingly to all types of contacts, in the business sector, during the eight hours a day without contracting the custom of consulting it in the course of their own domestic, social and civic life. And in that way, we will be a better father, best friend and best citizen".  
Herbert J. Taylor

