

'I do think there is an aspect of professionalism, which pervades medicine, law, accounting and so on...(that's us)... where you are taught that you have a duty to your profession that transcends whoever your particular employer is at that time.'



'I think bankers used to have that.'

HSBC Chairman, Douglas Flint, answering a question from the Archbishop of Canterbury at the Parliamentary Commission on Banking Standards

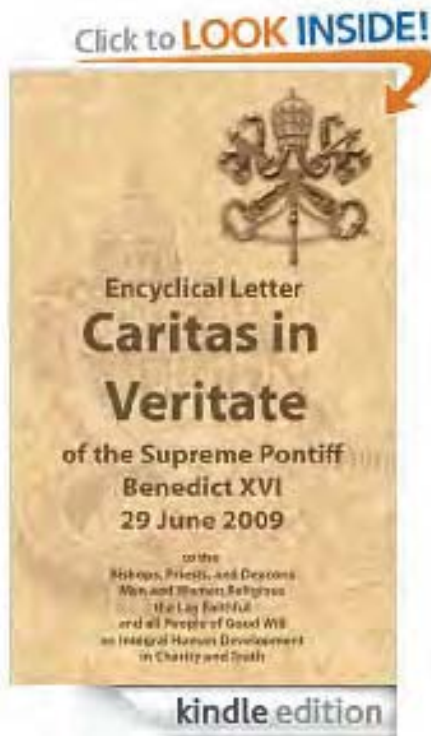
***“In the department of practical ethics,
we get some knotty issues crossing our desk.***

Amol Rajan, Evening Standard & Independent, Adviser to Evgeny Lebedev



Moral progress is a delusion. Unlike scientific knowledge, which is cumulative, moral knowledge can be lost just as easily as it is gained.

What I'm talking about is, rather, historical progress, which means a reduction in suffering and increase in happiness for sentient beings everywhere.



“Economy and finance, as instruments, can be used badly when those at the helm are motivated by purely selfish ends.

But it is man’s darkened reason that produces these consequences, not the instrument per se”.



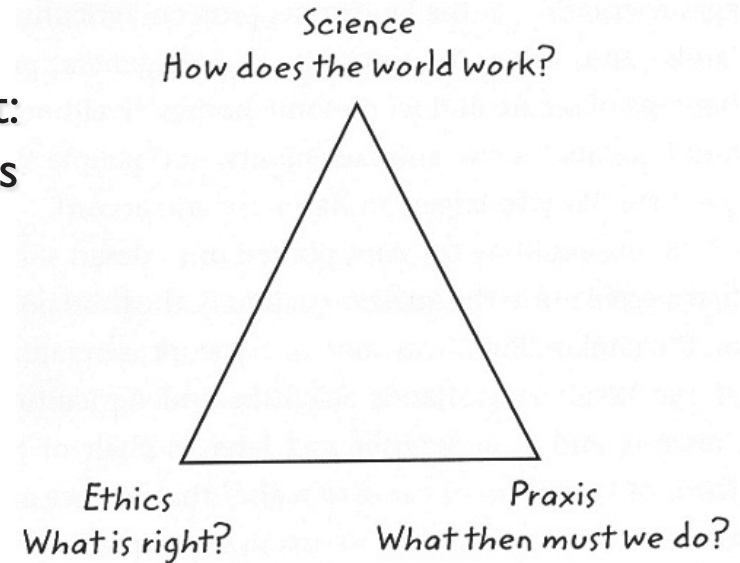
“Once the requirements for justice exist, society is best lifted out of its mire by the practice of virtues and not the writing of regulations.”

Philip Booth Programme Director IEA
Professor of Insurance & Risk Management, Cass Business School, City University

‘Sustainability’ = The only ethical framework for professional standards and values

Sustainability brings together concerns about:

- Social, economic and environmental impacts of population growth,
- Environmental degradation,
- Depletion of natural resources.
- Fossil fuel and energy insecurity,
- Loss of biodiversity, and
- Resilience to the effects of climate change.



The response of **all the built environment professions** to these challenges is focussed on:

- **Safeguarding the livability of cities and places,**
- **Minimizing the environmental impact of buildings,**
- **Increasing the comfort and well-being of occupants.**

Why ethical?

Sustainability raises complex practical and ethical dilemmas, that have to take account of:

- Work ‘after us’
- Intergenerational equity
- Deferred impacts over long periods
- Differential geographical and social impacts, and
- High levels of uncertainty and unpredictability.



“It does not tempt us to be less moral than we might otherwise be; it invites us to be more moral than we could ever have imagined.” **Matthew Bull**

Ethics = Being for **the Other**

*Ethics is defined simply and directly as ‘being-for the Other’. To assume an ethical stance means to **assume responsibility** for the Other.*

BUT...The ethical paradox of the post-modern condition is that it restores to agents the fullness of moral choice and responsibility, whilst simultaneously depriving them of the comfort of the universal guidance that modern self-confidence once promised.

Zygmunt Bauman

Emeritus Professor of Sociology
University of Leeds



Propriety = Unethical

- “One of the most commonly made mistakes is to *confuse professional propriety* with an ethical position, as if acting in accordance with the codes of professional conduct will ensure ethical behaviour... *standards even my hairdresser could meet.*”
- “Simply meeting the requirements of a code of conduct that serves only the client’s or the professional’s interest may be *unethical* in my terms.”

‘Architecture Depends’ MIT, 2009

Professor Jeremy Till, Head of Central St. Martin’s
Pro-Vice Chancellor, University of the Arts



Real Ethical Dilemmas



1. We **promise as little as possible at planning, and then sell the client's land for as much as possible**
2. **This a Sustainable Offer; that is a Commercial Offer**
3. The whole CPD session was aimed at **how to avoid Part L [of the Building Regulations]**
4. We'll build more sustainable homes, provided people are prepared to **pay more**
5. **My first duty is to my employer/client's shareholder value**
6. I liked your (sustainability) proposal, **but I really am tied up with rent reviews for the next nine months**

My first duty is to my client's share value?

Section 172 Companies Act 2006:

(1) A director of a company **must act** in the way he considers, in good faith, would be most likely to promote the **success of the company** for the benefit of its members as a whole, and in doing so have regard (amongst other matters) to:

- (a) The **likely consequences** of any decision in the **long term**
- (b) The interests of the **company's employees**
- (c) The need to foster the company's business **relationships** with suppliers, customers and others
- (d) The impact of the company's operations on the **community and the environment**



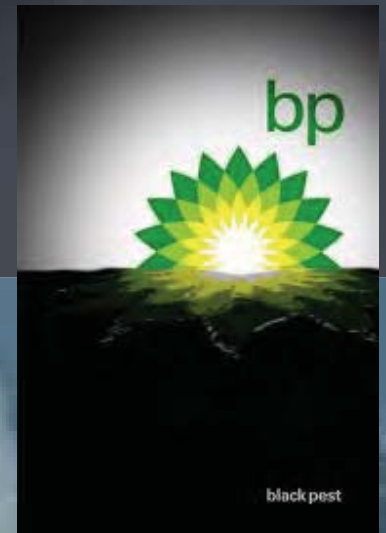
My first duty **is** to my client's shareholder value

- a) BRAND AND COMPANY REPUTATION DISCREDITED
- b) 11 EMPLOYEES KILLED
- c) 60% LOSS ON SHARE VALUE AND £20bn BP ASSETS SOLD TO SET UP COMPENSATION FUND
- d) UNQUANTIFIED BUT EXTENSIVE ENVIRONMENTAL, SOCIAL AND ECONOMIC DAMAGE TO COASTAL AREAS

Which of those matters did the directors have regard to????

The company's managers came to institute **negligence as corporate policy** in the belief that they were serving the **interests of shareholders**”

Tim Bergin *Spills and Spin: the inside story of BP 2011*



RICS Royal Charter 1881 2008 Update



Objects

***To maintain and promote the
usefulness of the profession for the
public advantage in the United Kingdom
and in any other part of the world***

***...securing the optimal use of land and
its associated resources to meet social
and economic needs***

Engineers do it better?

- *Members should always be aware of their **overriding responsibility to the public good**. A member's obligations to the client can never override this*
- *The **'public good'** includes care and respect for humanity's cultural, historical and archaeological heritage, (and) to **protect the health and well being of present and future generations** and to show due regard for the environment and for the **sustainable management of natural resources**."*

A professional manifesto for 2050 From the citizen professionals of tomorrow

Take a wider role
Challenge conventions
Design as if it's your own
Learn from your mistakes
Be honest about what you don't know
Have the courage to make a stand
Be a steward of the community
and its resources

Masters students at
Interdisciplinary Design of the Built Environment
Summer School, Cambridge 2011



An Ethical Programme for the Professions

- **Education** – Project-based investigation of ethics
- **Professional Entry** – Personal Statement of Values and Viva to test capacity to identify ethical challenges
- **CPD and Thought Leadership** – Cross-institutional debates on national & international ethical issues
- **Governance and Promotion** – A Code of Ethical Practice adopted across all professional bodies
- **Personal Leadership** - Public Interest Declarations on all public work and planning applications...but 'Voluntary'



**TRANSCENDENT
PROFESSIONALS**

BEATIFIC BANKERS



FELLOWSHIP

FOR

BRITISH HAIRDRESSING

"STRENGTH THROUGH QUALITY"



RICS

the mark of
property
professionalism
worldwide

2014

People and Environment First

Mr S M D Hill CEnv MA MRICS



Membership No. 0054398