



**FREE
INSIGHTFUL
WEBINAR**

Ethics Across Borders: Whose Values Should Prevail?

15 October 2026 | 10:00 - 11:30

**THE
ETHICS
INSTITUTE**

As organisations operate across borders, they encounter different cultural norms, legal frameworks, and expectations of what constitutes ethical conduct. **What is considered acceptable in one context may be questioned in another. This raises a difficult question: whose values should prevail?**

 In recognition of Global Ethics Day 2026 and its theme, Re-centering Ethics, The Ethics Institute will explore how multinational organisations can keep ethics at the centre of decision-making while navigating these differences.

The challenge is not simply choosing between global standards and local practices. Organisations need to consider where respect for cultural context should end and where ethical principles should hold firm. In doing so, they must avoid

imposing one set of values without regard for context, while also resisting the idea that any practice can be justified because it is locally accepted.

This webinar will examine the tension between ethical absolutism and moral relativism, and what this means for organisations seeking to act responsibly across different environments. It will consider how organisations can navigate competing expectations while maintaining a credible and consistent ethical position.



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