

# BUSINESS ETHICS FOR APEC SMEs INITIATIVE: 2025 VISION

2020

## MAIN THEME: FINALIZE VISION

- **For the Medical Device and Biopharmaceutical Industries:** Pilot a Third Party SMI training program in at least two economies to reach over 1,000 distributors.
- **For Patient Organizations:** Convene a task force of patient organization leaders to provide routine guidance on strategies to encourage ethical business conduct.
- **For all APEC Economies:** Finalize Vision 2025.

2021

## MAIN THEME: UPDATE APEC PRINCIPLES

- **For All Economies:** Convene an expert working group for each sector, comprised of multi-stakeholder representatives, by 2021 to review the APEC Principles.
- **For the Medical Device Industry:** Double the number of industry organizations that have implemented codes of ethics or issued recommendations consistent with APEC Guidance.
- **For HCPs:** Convene a task force of HCP leaders to provide routine guidance on strategies to encourage evidence-based and ethical business conduct, including the adoption and implementation of consensus frameworks in each APEC economy.
- **For Patient Organizations:** Convene an expert working group, comprised of multi-stakeholder representatives, to reflect the latest high standards of ethical business conduct.
- **For the Biopharmaceutical Industry:** Convene an expert working group, comprised of multi-stakeholder representatives, to prepare voluntary APEC guidance for ethical third party intermediary relationships in the biopharmaceutical sector.

2022

## MAIN THEME: IMPACT ASSESSMENT

- **For HCPs:** At least two APEC economies may pilot education curriculum based on the APEC Principles for dissemination to early career healthcare professionals.
- **For all APEC Economies:** Complete one or more impact assessments, literature reviews, or experiments measuring the impact of ethical business practices in the medical device and

2023

## MAIN THEME: UNIVERSAL CONSENSUS FRAMEWORK ADOPTION

- **For HCPs:** At least one HCP organization in each APEC economy will adopt a code of ethics that aligns with the prevailing ethical business standards.
- **For all APEC economies:** Each APEC economy take steps to form a consensus framework, using the 2018 Guide to Facilitate Multi-Stakeholder Ethical Collaborations<sup>8</sup> as a voluntary resource.

2024 -  
2025

## MAIN THEME: UNIVERSAL IMPLEMENTATION

- **For APEC Economies:** Each APEC economy implements a consensus framework, using strategies outlined in the 2018 Guide to Facilitate Multi-Stakeholder Ethical Collaborations as a voluntary resource.
- **For the Medical Device and Biopharmaceutical Industry:** Code of ethics implementation by all medical device and biopharmaceutical industry organizations, realized through member enterprise adherence rates of 100% for every industry association code.

2025

## MAIN THEME: REALIZATION OF VISION 2025

- **For Governments:** Review and disseminate the Business Ethics for APEC SMEs Resource Guide on Government Strategies to Encourage Ethical Business Conduct and voluntarily pilot one or more strategies within each APEC economy by 2025.