GOVERNMENT OF THE VIRGIN ISLANDS

PRESS RELEASE

Tel: (284)468-2730
Official Government Website:
https://gov.vg

Business Done RIGHT BVI Government Launches Public Awareness Campaign to Tackle Financial Crime

Release Date: 31 January, 2025



Today, the Government of the Virgin Islands is proud to launch its new public awareness campaign: "Business Done RIGHT" - an initiative designed to educate and engage the community on the importance of keeping BVI businesses, wherever they operate, clean and free from financial crime.

The campaign will be spearheaded by its newest employee – the official mascot, Riley Right.

Riley, who will be appearing across a wide range of platforms throughout the coming months, will guide the public on how to recognize the tell-tale signs of money laundering and other suspicious activities, making financial security a topic everyone can understand and contribute towards.

The "Business Done RIGHT" initiative aims to simplify complex financial crime concepts so that everyone – regardless of background – can play a role in protecting the BVI's economy. Its slogan emphasises the BVI's unwavering commitment to financial integrity. It is built on five core principles: **Responsibility, Integrity, Global Awareness, Honesty, and Transparency**.

Through clear, relatable messaging, the campaign will focus on:

- Recognising suspicious transactions and understanding why reporting them matters.
- Understanding money laundering and terrorist financing and how they impact businesses and communities.
- Complying with Know Your Customer requirements, why they exist and how businesses and individuals can meet them.
- Knowing where and how to report suspicious activities safely.

By fostering a culture of vigilance and openness, the campaign will support and encourage everyone to speak up when they notice something unusual. Real-life examples and success stories will be shared to highlight how reporting financial crime strengthens both the BVI's businesses and its communities.

This Government initiative is being driven by the National Anti-Money Laundering and Countering the Financing of Terrorism Coordinating Council (NAMLCC), the

responsible body for overseeing the BVI’s efforts to combat money laundering, terrorist financing and proliferation financing.

Ms. Lavonna Burrows, National AML Coordinator commented: “We all have a shared interest and responsibility to tackle financial crime and benefit from improved financial security. We’ve drawn on Riley Right’s support to get the message out there, and encourage all businesses, professionals and residents to do their part in ensuring that the BVI is a shining example of “Business Done RIGHT”!”

Additional Documents or Media

- do business right.pdf