

CHARTER OF ETHICAL CONDUCT¹

Public Affairs and Influence Strategy Consulting Firm

Transparency

1. The public affairs professional is transparent about his/her identity and the interests he/she represents.

Policymakers and other stakeholders need to have a clear picture of the organizations and interests that are represented by their contact. The public affairs professional is open and honest with his/her contacts about who he/she is, who he/she represents, and what interests he/she advocates for.

2. The public affairs professional actively avoids conflicts of interest, i.e., the advocacy of conflicting interests in an issue.

A public affairs professional who encounters a case in which a conflict of interest is evident will report it to his or her client as soon as possible and take immediate steps to remedy the situation.

Integrity

3. The public affairs professional advocates for his or her client's interests in a legitimate manner through communication and information exchange.

By communicating and informing - in the broadest sense of the word (facts and figures, discussion papers, memoranda, presentations, consultation processes, etc.) - the public affairs professional enriches the knowledge of decision-makers and refrains from exercising any form of illegitimate influence

¹Source : LETZPACT (Association of public affairs professionals in Luxembourg)

4. The public affairs professional strives to provide consistently reliable and accurate information to their contacts and target groups.

The public affairs professional does his/her best to communicate correctly, consistently and accurately with policy makers and other stakeholders.

5. The public affairs professional respects the autonomy and integrity of others.

The public affairs professional respects the integrity of the policy makers with whom he/she comes into contact and does not jeopardize their independence.

6. The public affairs professional demonstrates professionalism in the broadest sense of the word.

The public affairs professional carries out his or her professional activities in a correct and professional manner,

- by acting in an informed manner
- always basing his or her analyses and advice on reliable and correct information,
- behaving well with his or her interlocutors and respecting professional agreements,
- intervening in a correct manner with other professionals in the discipline,
- always keeping up to date with the latest developments in the field.

7. The public affairs professional presents a true picture of the role and impact of his/her professional activities.

The public affairs professional constructs correct and realistic expectations, both of his/her organization or client and of his/her external contacts, and is always honest about his/her contacts, mandates, competencies and the objectives he/she is able to achieve.

Respect

8. The public affairs professional recognizes and respects, where appropriate, the confidentiality of information provided by others.

If he/she receives confidential information, the public affairs professional respects its sensitivity. He/she shall use such information only with the consent of the party concerned.

9. The public affairs professional obviously respects the legislation and other rules of application for his professional activities.

The public affairs professional respects the laws and rules of the organizations of which he/she is a part and with which he/she interacts. This Code of Ethics does not, of course, contradict any other specific rules to which the public affairs professional is bound through his/her employer or client.

10. The public affairs professional applies the principles of this Charter in a fair manner and contributes to the reputation of public affairs.

The public affairs professional recognizes that the fair application of this Charter contributes to

- an understanding of public affairs and the role of public affairs professionals in the democratic process and within the larger societal milieu
- the reputation of other public affairs professionals and the public affairs community as a whole, its own reputation and credibility