

EBA CODE OF PR AND ETHICAL PRACTICE

The Code of Public Relation Standards and Ethical Practice applies to all Member-companies of the European Business Association.

As a Member of the European Business Association, the company conducting or commissioning any PR activity agrees to:

1. Always actively apply and uphold high ethical principles in all its communication functions and processes because they are important for furthering the development of democracy, European values and best business-practices in Ukraine;
2. Always act in a professional and constructive manner when undertaking social media initiatives in a commercial capacity;
3. Always be respectful of all individuals and communities the company is interacting with in social media (through individual (personal) communication channels or communication in groups, communities etc.);
4. Avoid the use of materials that infringe the copyright of another person or persons (plagiarism etc.); copyright material not referenced or acknowledged; materials that defame, abuse or threaten others; statements that are hateful; materials that advocate illegal, corrupt activity or discuss illegal activities with the intent to commit them;

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5. Recognize that external communication among communicative functions in company's corporate and business practices deals with reputation and is a management function responsible for the planned and sustained efforts of establishing and maintaining goodwill and mutual understanding between the company and public (its audience)

6. Respect freedom of the press, not interfere with professional processes of journalists and avoid any activities that tend to corrupt the integrity of channels of public communication (e.g., distribute advertising materials disguised as news);

7. Promote and follow transparency and openness in conducting tenders, request for proposal calls and other procurement processes, using them to select the best offer rather than as undisclosed way of collecting creative ideas;

8. Respect intellectual and property rights of PR service suppliers by adequately paying for provided services and created intellectual property that are requested from suppliers and then used by the company. Respect other people's intellectual property including trademarks and copyrighted material;

9. Respect commercial rights by maintaining confidentiality of the content of proposals for PR services submitted by providers, and not divulging to third parties any information or documents belonging to PR service providers that are linked to performance of contractual obligations and are not available publicly;

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10. Ensure staff responsible for the PR function in the member-company are familiar with and comply with high ethical norms and standards in PR sphere, and promote within the company the application of standards of respected professional European and international PR bodies like the Chartered Institute of Public Relations (CIPR), the International Public Relations Association (IPRA), the International Communications Consultancy Organisation (ICCO), the Global Alliance for Public Relations and Communication Management, others;

11. Promote, as feasible, best PR practices by continuous professional development and education for its PR staff.

THE EBA CODE OF PR STANDARDS AND ETHICAL PRACTICE IS TO BE CONSIDERED IN CONNECTION WITH THE EBA CODE OF ETHIC AND THE EBA CODE OF CONDUCT