

The ICCO Rome Charter

(Englischer Originaltext)

The International Communications Consultancies Association Professional Charter

1. Conduct general

An Association member firm shall:

1.1 Have a positive duty to observe the highest standards in the practice of public relations. Furthermore a member has the responsibility at all times to deal fairly and honestly with clients, past and present, fellow members and professionals, the public relations profession, other professions, suppliers, intermediaries, the media of communication, employees and above all else the public.

1.2 Be expected to be aware of, understand and observe this code, any amendment to it, and any other codes which shall be incorporated into this code, and to remain up-to-date with the content and recommendation of any guidance or practice papers issued by ICCO or the national associations of public relations consultancies, and shall have a duty to conform to good practice as expressed in such guidance or practice papers.

1.3 Uphold this code and co-operate with fellow members in so doing by enforcing decisions on any matter arising from its publication. A member firm that knowingly causes or permits a member of its staff to act in a manner inconsistent with this code is party to such action and shall itself be deemed to be in breach of it. Any member of staff of a member firms who acts in a manner inconsistent with this code must be disciplined by the employer.

An Association member firm shall not:

1.4 Engage in any practice nor seem to conduct itself in any manner detrimental to the reputation of ICCO or the national association of public relations consultancies or the reputation and interests of the public relations profession.

2. Conduct towards the public, the media and other professionals:

An Association member firm shall:

2.1 Conduct its professional activities with proper regard to the public interest.

2.2 Have a positive duty at all times to respect the truth and shall not disseminate false or misleading information knowingly or recklessly, and to use proper care to avoid doing so inadvertently.

2.3 Have a duty to ensure that the actual interest of any organisation with which it may be professionally concerned is adequately declared.

2.4 When working in association with other professionals, identify and respect the codes of these professions and shall not knowingly be party to any breach of such

codes.

2.5 Honour confidences received or given in the course or professional activity.

2.6 Neither propose nor undertake any action which would constitute an improper influence on organs of government, or on legislation, or on the media of communication.

2.7 Neither offer nor give, not cause a client to offer or give, any inducement to persons holding public office or members of any statutory body or organisation who are not directors, executives or retained consultancies, with interest to further the interests of the client if such action is inconsistent with the public interest.

3. Conduct towards clients:

An Association member firm shall:

3.1 Safeguard the confidence of both present and former clients and shall not disclose or use these confidences to the disadvantage or prejudice of such clients or to the financial advantage of the member firm, unless the client has released such information for public use, or has given specific permission for its disclosure.

3.2 Inform a client of any shareholding or financial interest held by that firm or any member of that firm in any company, firm or person whose services it recommends.

3.3 Be free to accept fees, commissions or other valuable considerations from persons other than a client, only provided such considerations are disclosed to the client.

3.4 Be free to negotiate with a client terms what take into account factors other than hours worked and seniority of staff involved. These special factors, which are also applied by other professional advisers, shall have regard to all the circumstances of the specific situation and in particular to:

a. The complexity of the issue, case, problem or assignment, and the difficulties associated with its completion.

b. The professional or specialised skills and the seniority levels of staff engaged the time spent and the degree of responsibility involved.

c. The amount of documentation necessary to be perused or prepared, and its importance.

d. The place and circumstance where the assignment is carried out, in whole or in part.

e. The scope, scale and value of the task and its importance as an issue or project to the client.

An Association member firm shall not:

3.5 Misuse information regarding its client's business for financial or other gain.

3.6 Use inside information for gain. Not may a consultancy, its members or staff directly invest in their clients' securities without the prior written permission of the client and of the member's chief executive or chief financial officer or compliance officer.

3.7 Serve a client under terms or conditions which might impair its independence, objectivity or integrity.

3.8 Represent conflicting or competing interests without the express consent of clients concerned.

3.9 Guarantee the achievement of results which are beyond the member's direct capacity to achieve or prevent.

3.10 Invite any employee of a client advised by the member to consider alternative employment (an advertisement in the press is not considered to be an invitation to any particular person).

4. Conduct towards colleagues:

An Association member firm shall:

4.1 Adhere to the highest standards of accuracy and truth, avoiding extravagant claims or unfair comparisons and giving credit for ideas and words borrowed from others.

4.2 Be free to represent its capabilities and services to any potential client, either on its own initiative or at the behest of the client, provided in so doing it does not seek to break any existing contract or detract from the reputation or capabilities or any member consultancy already serving the client.

An Association member firm shall not:

4.3 Injure the professional reputation or practice of another member.

Country Associations for the constituency of ICCO and all members of ICCO Country Associations shall conform to the Rome Charter.

ICCO maintains standards, generates research on public relations activities and increases awareness of the value of the industry.