

ETHICAL BUSINESS CHARTER



CONTENTS

1. Introduction
2. Trading Policy
3. Working Practices
4. Client Base
5. The Pledge

1. INTRODUCTION

Forward Emphasis International regards this Ethical Business Charter as a living document and will be subject to constant examination and revision in light of ongoing changes to the social, economic and political fabric of society and international law.

2. TRADING POLICY

To the best of our knowledge, Forward Emphasis International will not use the services or products of organisations that are using unethical and environmentally unfriendly procedures. Furthermore we will adhere to the following basic principles:

1. To accept and uphold the basic rule of professional ethics: not to knowingly do harm.
2. To adhere to all applicable laws and regulations.
3. To accurately represent all matters relating to the company.
4. To recognise our societal responsibility to the community.
5. To actively seek out individuals, commercial enterprises and non-commercial organisations, who have a complementary ethical stance.
6. To support, practice, and promote our code of ethics within a business and not for profit environment.

3. WORKING PRACTICES

In the important area of working practices Forward Emphasis International will:

1. Develop links and partnerships with organisations that adhere to Fair Employment Commission, Equal Opportunities Commission and disability legislation and will not discriminate against other minority Groups that are yet to be represented in law.
2. At all times be honest in all dealings with its stakeholders.
3. Not knowingly participate in a conflict of interest partnership without prior notice to all parties involved.
4. Establish equitable fee schedules.
5. Avoid false or misleading advertising or promotion of any kind.
6. Establish best practice procedures regarding treatment of its employees and clients.
7. Ensure that internal methods exist for equitable redress of any personnel or client grievances.
8. Apply the strictest code of confidentiality to all its dealings with staff, clients, suppliers and any other
9. Third party deemed to have an association with the company.
10. Ensure that all office practices and policies provide for safe and healthy working conditions.
11. Ensure “....just and favourable conditions of work, reasonable job security and fair and adequate Remuneration and benefits.....”.
12. Also recognise the right of employees to form trade unions.

4. CLIENT BASE

Forward Emphasis International will screen all clients with whom we are entering into a business relationship, to establish that they uphold the ethical values and principles that Forward Emphasis International supports.

5. THE PLEDGE

That Forward Emphasis International will endeavour to actively persuade other commercial and not-for-profit organisations to adhere to ethical and environmental awareness principles. Forward Emphasis International publicly supports the Universal Declaration of Human Rights and will establish and develop programmes to educate its employees, clients and suppliers about human rights standards and abuses throughout the world.

_____ The sources for the above document are:

The Co-operative Bank	"Our Ethical Policy"
Amnesty International	"Human Rights Principles for companies"
American Marketing Association	"Code of Ethics"
Chartered Institute of Marketing	"Code of Ethics"
UNISON	"On Line Advice"