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Code of Ethics

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CODE OF ETHICS

For the Staff of the European Broadcasting Union

1. Statement of Principles

Promotion and Development of the Public Interest	The EBU, as a membership association under Swiss law, exists to promote and develop a number of public interest purposes, based on values such as human rights, freedom of expression, democracy, cultural diversity, tolerance and solidarity, and to help its Members to serve the interests of the general public in the best possible manner. To that end, the EBU's role is to make public service media indispensable, by facilitating the exchange of programmes, providing competitive services, organising platforms to exchange knowledge and expertise, and ensuring the best possible legal and technical framework on the national and international levels.
Programmes and Services	The EBU's main services consist of: • exchanges of audiovisual content to help Members with their news coverage; • coproduction and transmission services which bring sports, news, music, entertainment and live events to the widest possible audience wherever they are happening worldwide. • provision of inspiring platforms for networking, benchmarking knowledge and useful information and increasing quality of television, radio and new-media programmes. • consultation of policy-makers and Members on various strategic topics to ensure that national broadcasters have a voice on the international level.
Representative of Public Service Broadcasting in Europe	As such, and as the representative of public service broadcasting in Europe, the EBU must embody the very highest ethical values both as an organisation and through the integrity and conduct of its Staff.
Code of Conduct	In its interaction with Members, employees, public institutions and commercial partners, the EBU has to operate with the utmost transparency, effectiveness, legality and neutrality. It must be able to withstand the most rigorous standards of public scrutiny. In discharging its obligations to Members, the EBU is bound to adhere to the Statutes but also to ensure that the conduct of its Staff members contributes to achieving its aims. The EBU strives always to achieve the highest ethical and professional standards, creating a culture of excellence. These standards must be preserved and, where possible, enhanced. Each Staff member, regardless of nationality or personal preferences, must work with complete probity, impartiality and respect of diversity, with fairness, diligence and good faith. In conducting their activities, Staff members must comply with all legal requirements in addition to upholding the highest ethical standards.
Purpose of the Code	The intention of this Code is to provide a clear re-affirmation of the standards which the EBU expects of its Staff, and of the standards which its Staff are entitled to expect of the EBU. The Code should be instrumental in promoting the EBU's reputation and in inspiring confidence (amongst the Staff, the public and the Members) in how the EBU conducts its activities.

2. Scope of the Code of Ethics

EBU	This Code applies equally to the EBU headquarters in Geneva and to all of the EBU's subsidiaries and representative offices abroad. (hereafter "the EBU ").
Staff	This Code applies equally to all EBU staff members, regardless of whether they have a permanent or temporary fixed-term contract, including " EBU Management " (i.e. members of the EBU Management Committee, as well as all Staff members with a managerial responsibility, including senior and line managers). (hereafter " Staff " or " Staff members ")

3. The EBU's Commitment to Staff

Working Conditions	The EBU values the contributions of all of its Staff. To this end and to ensure the Staff's commitment to the EBU, over the longest term, the EBU will endeavour at all times to create a working atmosphere which is satisfying, stimulating and rewarding, in a safe and pleasant environment which fosters open communication.
Promotion of Training	The EBU will also endeavour to encourage, by practical means, staff development and training.
Communication and Sharing of Information	Those in leadership positions will communicate effectively with their Staff and share information with them. Where a decision is taken, all relevant facts and information should be taken into consideration.

4. The Staff's Commitment to the EBU

General behaviour

Relations between Staff of all levels will be founded on mutual respect, trust and confidence, without favouritism.

In addition to the EBU Values which are to be reflected by the Staff's behaviour (see below), the fundamental ethical requirements to be met by Staff members are competence, loyalty (placing the good of the EBU above personal, national or other interests), independence and impartiality.

EBU Staff members must perform their job competently, act respectfully, loyally and honestly, and ensure that the EBU's reputation is not damaged in any way.

Respect

In exercising their functions, Staff members will respect the EBU Values.

- Staff members will respect each other and value their diversity. They will work effectively with other people who have different perspectives, backgrounds, styles and opinions. They will cultivate a harmonious working environment characterised by mutual respect, understanding and openness. This is essential for all Staff members, and in particular those in positions of authority.

Achievement

- Staff work for success. They are expected to demonstrate a can-do approach and problem-solving ability and to adopt a positive and active approach to upholding these standards of conduct. They will take credit but also give due credit to colleagues for their contributions and achievement. They are expected to participate in and make good use of all staff training and development opportunities offered to them.

Team Spirit

- Staff members constitute one EBU. They are expected to understand how the work of the team relates to the overall organisation strategy and establish effective working relationships with co-workers. They have a responsibility to provide all relevant facts and information to their line managers and to abide by and support any decisions taken that conform to the policies of the EBU.

Integrity

- Staff members are expected to say what they do and do what they say. They will actively learn about the organisation's values and policies on business ethics and conduct. They will seek guidance when using confidential or sensitive information. They will work for the EBU with responsibility, loyalty and personal commitment. They will neither seek nor accept instructions from any organisation or person external to the Union. They will refrain from conveying to non-EBU Staff (which includes third parties and EBU Members) information which would be harmful to the EBU or would not be given to any similar party under normal circumstances or would allow the recipient to gain an unfair advantage over others.

Accountability

- Staff members will put Members first. They will not represent any particular Members or national policy. They will accomplish assigned tasks and follow through their short-term and long-term commitments. They will seek assistance, information and resources when appropriate. They are responsible for ensuring that they maintain the highest standards when involved in dealings with third parties.

Staff members are also expected to comply with the letter and the spirit of all applicable laws, rules and regulations. When any doubt exists as to the legality of any action or arrangement undertaken by Staff members in the performance of their duty, the matter should be discussed with the EBU Legal Department.

4. The Staff's Commitment to the EBU

(CONTINUED)

Business and Fair Dealings	Staff must ensure that all business transactions are properly accounted for and reported on the EBU's finance systems. Staff involved in procurement activities on behalf of the EBU must ensure that: • there is fairness and transparency both in the selection process and in the choice of suppliers, as well as honesty of subsequent business transactions. All dealings with third parties must be on an "arm's length" basis; • purchasing decisions must be made on the basis of competitive price, quality, delivery, service and reputation of the supplier; and • decisions taken must be objectively justifiable and conducted in accordance with the highest professional standards.
Gifts	Staff should never offer, solicit or accept personal advantages or gifts, including hospitality favors or entertainment (hereafter "Gifts") to or from third-party organisations or individuals with whom the EBU does, or is likely to do, business and which would compromise their position or damage the reputation of the EBU itself. As a general rule, Staff members may accept Gifts provided in the normal course of the Staff member's duties as long as the Gift is unsolicited, of moderate value, and provided that no more than one Gift in any year is accepted from a single source. When such Gifts are received, the recipients should inform their Director or line manager. The maximum value of any such Gift should not exceed CHF 200 per person. If it is not possible to refuse a Gift which has an objectively higher value without causing serious offence, the recipient will inform the Director or the line manager and the Gift will be handed over to the Human Resources Department and its further disposition will be determined by the EBU Management Committee. If the value of a Gift received is not known but may exceed the maximum value, the relevant Director or line manager should be consulted. In case of doubt, the Director or line manager will consult the EBU Management Committee. No Gifts, may be offered to third-party organisations or individuals without the prior approval of the relevant Director, and any Gifts exceeding CHF 200 per person require the Director General's prior approval. In no case shall Gifts which could be regarded as an inducement to obtain a commercial advantage be offered to third-party organisations or individuals.
Involvement in Business Activities	EBU Staff are entitled to be involved in personal and public activities outside the realm of their employment by the EBU, but only on the following conditions: • the EBU's prior written consent needs to be obtained before Staff members take on or carry out any paid work external to the EBU. • in undertaking any such activity, Staff members may not refer either directly or indirectly to their association with the EBU without the EBU's prior written consent. In any case, Staff members may not: • be involved with any broadcasting and/or production company, or provider of media-related services which engages in a business similar to any such activity undertaken by the EBU; • become engaged in outside activities or have a business or financial interest that may be in competition with the EBU or could be regarded as creating a conflict of interest with their terms and conditions of employment.

5. Conflicts of Interest

Integrity	EBU Staff members are required to avoid any conflict of interest. This implies carrying out their functions objectively and impartially, working to the best of their ability and avoiding situations where personal interests may enter into conflict, or appear to enter into conflict, with those of the EBU. All Staff involved in dealings with third-party suppliers (procurement) should exercise particular care.
Definition of Conflict of Interest	A "Conflict of interest" exists in situations where <i>Staff members give priority to their private and/or personal interests</i> or those of their relatives or friends or otherwise act in a manner which is potentially damaging to the interests of the EBU (even if Staff members do not actually promote, or intend to promote, their private and/or personal interests or those of a third-party).
Non-exhaustive list of situations involving real or apparent conflicts of interest which are not permitted:	• A Staff member who has a financial or personal interest in a company with which the EBU conducts business and could be perceived to be in a position to influence relevant business decisions. • Activities for which employees are personally remunerated from an external source/party that involve, or might reasonably be perceived to involve, the EBU's name, facilities, equipment or Staff. • A Staff member with commitments, remunerated or otherwise, outside the EBU which lead to frequent or prolonged absences. • A Staff member who accepts gifts of value, grants or favours from persons or associates who could reasonably be perceived to benefit from such offers. • A Staff member involved in a tender procedure who has had, or has, a close personal or financial relationship with a person or organisation having submitted an offer for tender. • A Staff member who has an undisclosed personal, family or financial relationship with any current or prospective employee, consultant or supplier. • A Staff member who has a personal interest which conflicts with the interests of the EBU. • A financial interest of any kind which, in view of the circumstances, is so substantial that it would, or could reasonably be perceived to affect the judgement of an interested person or family member with respect to transactions to which the EBU is a party. • A conflict of interest may arise whenever Staff members (or a member of their family) receive improper personal benefits as a result of their position within the EBU.
Person to inform CFAO or Director General	Any Staff members in doubt about whether a particular activity or set of circumstances could give rise to a conflict of interest should follow the internal channels of consultation described under Section 8 hereafter "Reporting Procedures". The party to whom the potential conflict is reported will be responsible for informing the Chief Financial and Administrative Officer ("CFAO") or, if the CFAO is conflicted, the Director General. The latter shall, after consultation with the relevant Director and Staff member, determine whether such conflict of interest does or might reasonably be considered to exist. If it does, appropriate action to eliminate the conflict of interest or a decision on how to proceed shall be taken by the Director General. If the conflict of interest concerns the Director General, the matter shall be referred by the CFAO to the President of the EBU.

6. Declaration of Personal Interests

Statement	EBU Management and other Staff members involved in awarding contracts to third parties will be required to sign a "Declaration of Personal Interests" form, stating whether they or any of their relatives or close personal contacts hold any directorships, shareholdings or other financial interests which might give rise to a conflict of interest. They will remain responsible for filing such a declaration annually and for informing the Head of Human Resources whenever the Declaration needs to be updated.
Filing	Declarations of Personal Interests are held by the Head of Human Resources.

7. Protection of Information

Confidentiality	Staff members have a responsibility to protect the EBU's proprietary or confidential information, including, but not limited to, EBU governance, business and financial documentation and internal communications. Staff members should exercise the utmost discretion with regard to matters of official business and should not divulge confidential information without the authorisation of their Director or in the case of the members of the EBU Management Committee, the Director General. Staff members should not use to personal advantage any information which has not been made public and is known to them by virtue of their employment by the EBU. These obligations exist in perpetuity even after the Staff member has left the EBU, unless the EBU agrees otherwise.
Media Relations	Staff members are invited to refer to the communication handbook for the procedures relating to the handling of the media. As a general rule, no Staff member is permitted to communicate with the media without the express authorisation of the Director General. The Director General and the President are at all times entitled to address the media.

8. Reporting Procedures

Internal channels of consultation	Though depending on the issue at stake, the consultation process described hereafter should ideally be followed by Staff members with concerns about possible wrongdoing. If the case concerns: • the Director General, Staff members should consult the Personnel Committee or the President of the EBU; • a Director, Staff members should consult the Director General or the Personnel Committee; • a manager, Staff members should consult their Director or the Director General; • a Staff member without managerial responsibility, Staff members should consult their line manager or Director. In any case, if the issue concerns: • personnel matters, Staff members may always consult the Head of Human Resources; • suspicion of financial impropriety, Staff members may always consult the Internal Audit Manager or the CFAO; In all such cases, the CFAO will be informed by the recipient of the complaint. The CFAO shall then take measures to ensure that the issue is resolved. In addition, with regard to any issue, Staff members may always contact directly the CFAO and thereafter, if necessary, the Director General. The CFAO and/or the Director General shall take appropriate action to resolve the issue. If the initial notification is to the CFAO, the latter shall notify the Director General or the President of the EBU.
EBU Ombudsman	Staff members may contact the EBU Ombudsman (the "Ombudsman") at any time, but they are encouraged to do so only after exploring the internal channels of consultation described above or if they consider that those channels are inappropriate for their particular case. The procedure is set out in the document entitled "Principles concerning the EBU Ombudsman", which can be consulted on the Intranet.
Chairmen of the Audit or of the Personnel Committee	In serious cases or if the case concerns the Director General or a Director, or if after following the internal procedure of consultation or contacting the Ombudsman, Staff members have not received a satisfactory answer or have received no answer at all, they may refer the matter in writing to: • the Chairman of the Audit Committee (whose name will appear on the Intranet) in case of suspected fraud or other financial wrongdoing. • the Chairman of the Personnel Committee (whose name will appear on the Intranet) in case of suspected wrongdoing of a non-financial nature. Upon receiving such notification, the relevant Chairman will confidentially notify the Director General and the Internal Audit Manager. If the matter relates to alleged conduct by the Director General, the relevant Chairman will, in the first instance, confidentially notify the President of the EBU or, in his absence, the Vice-President as well as the Internal Audit Manager. Staff members making allegations to either of the Committees must identify themselves. If following review, the Committee believes that the allegation may have merit, the person against whom the allegation is made will be notified and provided with details of the allegation(s), (but not the name of the Staff member who raised the issue if the Staff member requests this to be withheld) and be given an opportunity to refute the allegation.
Protection	A Staff member submitting such a report in good faith has the right to protection against reprisals or sanctions, and the EBU will take all reasonable steps to protect Staff members from retaliation.

9. Sanctions

Breach/fraud	A breach of this Code shall for the present purposes also include a fraud or a breach of the EBU's rules and regulations. Any type of fraud is a criminal offence, and any case where fraud has been committed, or is suspected of having been committed, will be pursued in accordance with appropriate procedures.
Breach by a Staff member	In case of breach of the Code by a Staff member, the Director General will be responsible for deciding on any sanction, in consultation, where appropriate with the Chairman of the Audit Committee and/or the Chairman of the Personnel Committee. Where wrongdoing has been proven in the particular case of referrals made in accordance with Section 8 above, sanctions will be imposed as a matter of course. These will be recommended by the Head of Human Resources and approved by the Director General after consultation with the Chairman of the Audit Committee and/or the Chairman of the Personnel Committee as appropriate. Allegations made in bad faith with the intention of causing harm will result in disciplinary measures (which, depending on the gravity of the allegation, may include dismissal). Dishonest statements made within the EBU or to organisations or individuals outside the EBU are strictly prohibited. For these purposes, "dishonest" means intentionally inaccurate, misleading or careless.
Breach by the Director General	In the case of a breach of the Code by the Director General, the President and the Vice-President of the EBU will consult each other and will seek, if appropriate, the opinion of the Chairman of the Audit Committee and the Chairman of the Personnel Committee regarding the appropriate sanctions. They will then submit a recommendation to the Executive Board.
Sanctions	Any breach of this Code by Staff members may expose them to disciplinary action, depending on the gravity of the conduct. The sanctions are defined in accordance with Swiss law and by the Staff Regulations in force.

10. Application of the Code

Implementation of and Compliance with the Code	Any questions relating to the interpretation or scope of the present Code should be referred in the first instance to the Internal Audit Manager. Any necessary alignment of the Code to conform to local laws will be referred by the Internal Audit Manager to the Legal Department. As the guarantor of the Permanent Services' ethical values set out herein, the Director General will be responsible on a managerial level for ensuring compliance with codes of conduct governing financial control mechanisms, business conduct, human resources and standards of personal behaviour, and in particular, compliance with this Code of Ethics. The Audit Committee and Personnel Committee will share responsibility for overseeing the implementation and enforcement of this Code, and the respective Chairmen of the two Committees will make regular joint reports to the Executive Board on its overall effectiveness and on any reported cases of breach of the Code and any action taken as a result.
Keeping the Code relevant	This Code will be subject to periodic review by the Audit Committee and Personnel Committee to ensure compliance with applicable law and conformity with corporate practice. To this end, the Code may be subject to further amendment and/or modifications by the Audit Committee and Personnel Committee, acting jointly.
Reports to the Committees	The Audit Committee and the Personnel Committee will receive at least annually a report on any complaints under the Ethics Code and any action taken as a result.