



# RPP CODE OF CONDUCT AND ETHICS

## **Introduction**

The RPP code of ethics and conduct (“the code”) is developed to uphold our company’s high professional and ethical standards. The code establishes requirements for our professional conduct and serves as the foundation of RPP’s policies, procedures, and guidelines. As public affairs professionals, we help to shape a healthy and vibrant democratic life, and through our activities we improve societal outcomes. We act as a link between the worlds of business, civil society and policy-makers.

Public affairs describe the relationship between RPP and stakeholders. Stakeholders are individuals or groups with an interest in RPP’s policy work. These include politicians, civil servants, local community groups, clients, non-government organisations, policy think tanks and more.

Our code covers:

1. The public affairs activities and professional relationships between all RPP employees and public institutions, policy-makers, the media and other professionals
2. Professional conduct within the workplace
3. Compliance and transparency standards with national and EU legislatures

The code applies to the entire RPP network, spanning our multinational network. RPP colleagues are committed to abide by the code, acting in an honest, responsible, and courteous manner at all times. We apply only the highest professional standards when delivering our activities.

## **1. RPP Public Affairs professional activities**

We believe law-making and the policy implementation process has much greater legitimacy when public affairs is practiced truthfully, transparently and in the highest ethical manner.

When carrying out public affairs activities, RPP colleagues are bound by the following principles:

- a. Always identify themselves by name and by company;
- b. Declare the interest they are representing;
- c. Neither intentionally misrepresent their own status, nor the nature of their enquiries; they must not create any false impression thereto;
- d. Neither directly nor indirectly misrepresent their connections with public or political institutions;
- e. Honour the confidentiality of information given to them;
- f. Not disseminate false or misleading information knowingly or recklessly, and exercise proper care to avoid doing so inadvertently;
- g. Not sell for profit to third parties copies of documents obtained from public or political institutions;
- h. Not obtain information by dishonest means;
- i. Avoid any professional conflicts of interest<sup>1</sup>;
- j. Neither directly nor indirectly offer or give any financial inducement to any elected or appointed public official, staff of their institutions or political groups to which they may belong;

<sup>1</sup> Defined as a situation where the personal interest of an RPP colleague or the interest pursued on behalf of a client adversely impacts the interest of RPP as an organisation or the interest(s) of other clients.



- k. Neither propose or undertake any action which would constitute an improper influence on political or non-political stakeholders;
- l. Always abide by respective countries' lobbying rules and legal provisions;
- m. Dutifully observe the highest standards in the practice of public affairs and government relations;
- n. Remain up to date with the content and recommendations of the code and any guidance related to sound public affairs practices developed by RPP.

## **2. Professional conduct within the workplace**

Within the workplace, RPP colleagues shall:

- a. Deal fairly and honestly with fellow colleagues;
- b. Adhere to the highest standards of accuracy and truth, avoiding false claims or unfair comparisons and giving credit for ideas and words borrowed from others;
- c. Uphold this code and its standards with fellow colleagues by enforcing its values. A colleague that knowingly causes or permits another colleague to act in a manner inconsistent with this code is complicit to such action and shall themselves be deemed to be in breach of the code;
- d. Not engage in practices damaging the professional reputation or practice of another colleague;
- e. Advise colleagues where their activities may be illegal, unethical, or contrary to professional practice, and refuse to act in pursuit of any such activity;
- f. Take all reasonable care that professional duties are conducted without causing offence on the grounds of gender, race, religion, sexual orientation, disability or any other form of discrimination or unacceptable reference;
- g. Not engage in practices in any manner detrimental to the reputation of RPP or the reputation and interests of public affairs professionals.