



Mark Redgrove, Head of Communications at Orgalime, the European engineering industries association and Member of the Board of the EACD

“Professional ethics in the era of transparency and authenticity.”

The line between virtue and vice
while following principles, values,
and obligation

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Code of Conduct

Preamble: We, the members of the European Association of Communication Directors, aim to both serve and shape the communications profession. We support our members, promote our profession, enhance standards, and encourage the ethical, legal, responsible, honest, competent and tactful behaviour of all communications professionals. We believe that the communications professional has an important role to play to promote the values of our democratic society and enable citizens, organisations and companies to participate more actively in the pluralistic debate.

Accountability

We accept responsibility for our work and its results, remaining accountable to both our employers and the public we serve. Whilst we are ambitious in our undertakings, we nonetheless fairly represent to our organisations what we can deliver, how we can deliver it, and what we need to do it.

Transparency

We make the information we provide to clients, colleagues, the public and the media alike as transparent and accurate as possible, and conduct ourselves in the spirit of openness.

Integrity

e represent our respective organisations honestly, loyally and to the utmost of our ability, whilst disseminating accurate and reliable information, and encouraging our employers to behave with consideration to their social responsibilities. We believe that communications must be guided not solely by the interests of an organisation, but by a broader view of the public good.

Expertise

We invest ourselves fully toward achieving our goals, employing our range of experience, our depth of knowledge, and the professional skills we have accrued. We develop a multidisciplinary dexterity as well as honing our specialist abilities.

Professionalism

We improve the quality of the communications profession through specialist training, educational forums and seeking out knowledge that is of worth. We remain informed about new trends and techniques, and learn lessons from the practices of our colleagues. We provide our colleagues with the necessary guidance and training to allow them to best confront their professional challenges.

Agreement

Members confirm that they will use EACD platforms for networking purposes only and

Today's Birthday



Happy Birthday,
**Azyade
Poltier-Mutal**

► [further birthdays](#)

2012 - January

Wk Mo Tu We Th Fr Sa

52

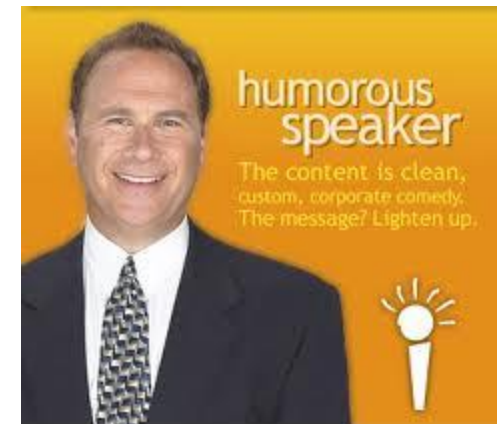
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| 29 | 30 | 31 | | | | |



[All events](#)

EACD Image Brochu





According to research at Cambridge University, it doesn't matter in what order the letters in a word are, the only important thing is that the first and last letter be at the right place. The rest can be a total mess and you can still read it without a problem. This is because the human mind does not read every letter by itself, but the word as a whole.

Woman?



Or saxophonist?

A green rectangular road sign with rounded corners and a white border, mounted on two wooden posts. The word "Ethics" is written in large, white, sans-serif capital letters. The sign is tilted slightly to the right. The background is a clear blue sky with scattered white clouds. A large, fluffy white cloud is positioned directly behind the top of the sign.

Ethics

ethics, also called moral philosophy, the discipline concerned with what is morally good and bad, right and wrong.

The term is also applied to any system or theory of moral values or principles.



"If we do applaud transparency, will anyone see it?"

Transparency, *as used in science, engineering, business, the humanities* **and in a social context more generally, implies openness, communication, and accountability.**

Transparency is operating in such a way that it is easy for others to see what actions are performed.

All organisations have a transparency culture, that part of the culture that relates to transparency; but few have a culture of transparency, i.e., a culture of being aware of transparency and incorporating it routinely into how things are done.

Authenticity, Quick definition

noun

undisputed credibility

MESS YOURSELF
UP A LITTLE -
THE KEY TO THIS
BUSINESS IS
AUTHENTICITY.



REPUTATIONS (aka Reputation Management) are built on some of these definitions!

Transparency helps – we should live in a glass house!

Best reputations are built on **credibility** and **honesty**

Listen to the 'trust' barometers (people like you)

Don't ignore 'the enemy'



condition

agendas

availability

transactions

whereby

required

information

practices

full

cooperation

clear

accompanied

exchange

degree

Essential

reasons

disclosures

measures

Minimum

participants

free

conditions

collaboration

behind

dealings

agreements

hidden

regulatory

verification

collective

making

Lack

decision
rules

fair

Open



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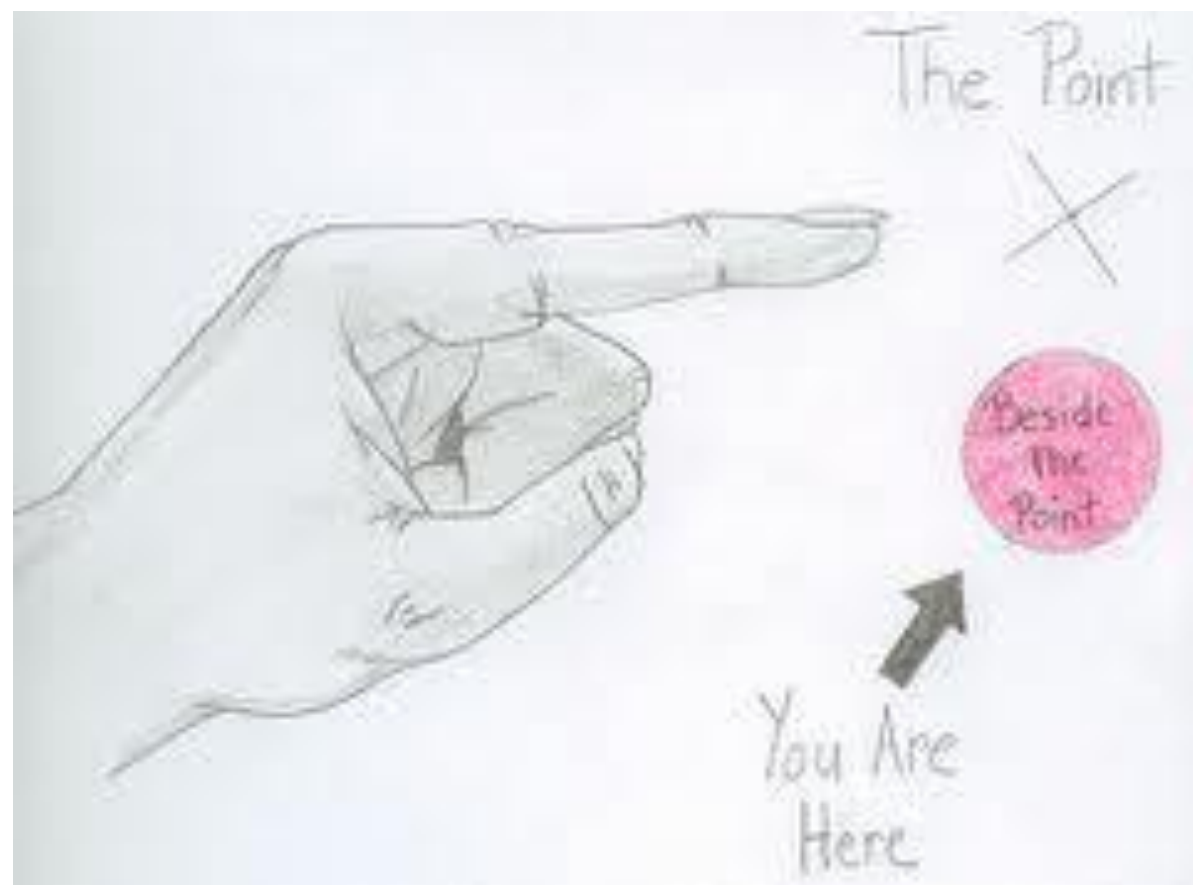
“...corporations need communicators trained in the public sector, because **we understand what the expectation of transparency brings** to media and public relations. There is no such thing as the closed board meeting in government – the books are always open – and communications professionals in the private sector now have to be ready and able to deal with that.

It’s not about producing a good annual report anymore – **it’s about 24/7 media monitoring, rapid response, and driving an agenda** – in other words, the communications basics of any good political organisation.”

Elizabeth Ashford - Chief Deputy Press Secretary in the Office of the Governor of California

SO WHAT





PEOPLE IN GLASS HOUSES



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Registrant still remaining in the Commission Register of interest representatives:

Profile of registrant:

ORGALIME

Identification number in the register: **20210641335-88**

Registration date: **10/03/09 17:37:18**

The information on your organisation was last updated on **16/02/11 11:53:15**

Interest representative

Name/company name: **ORGALIME**

Acronym: **ORGALIME**

Legal status: **AISBL**

Website address: <http://www.orgalime.org>

Category of activities

Category of activity: **«in-house» lobbyists and trade associations active in lobbying**

and more precisely: **professional association**

Head of the organisation

Person legally responsible for the organisation: **Mr Adrian Harris**

Position: **Director General**

[illegible]



So, in summary, to conclude, wrapping
this up...

Orgalime

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European Association of Communication Directors

<http://www.eacd-online.eu/index.php>

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