

**THE CODE OF ETHICS AND STANDARDS OF PROFESSIONAL CONDUCT
OF NEXT FEDERATION**

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THE CODE OF ETHICS

Members (including project partners) of NEXT FEDERATION and candidates designated by NEXT FEDERATION (“Members and Candidates”) must:

- I Act with integrity, competence, diligence, and respect and in an ethical manner with the public, clients, prospective clients, employers, employees, colleagues in the public relations service profession, and other participants in global collaboration.
- II Place the integrity of the public relations service profession and the interests of clients above their own personal interests.
- III Use reasonable care and exercise independent professional judgment when conducting analysis, making recommendations, taking actions, and engaging in other professional activities.
- IV Practice and encourage others to practice in a professional and ethical manner that will reflect credit on themselves and the profession.
- V Promote the integrity and viability of public relations service for the ultimate benefit of global innovation, cooperation and sustainability.
- VI Maintain and improve their professional competence in public relations service professionals.

STANDARDS OF PROFESSIONAL CONDUCT

I PROFESSIONALISM

A Knowledge of the Law

Members and Candidates must understand and comply with all applicable laws, rules, and regulations of any government, regulatory organization, licensing agency, or professional association governing their professional activities.

In the event of conflict, Members and Candidates must comply with the more strict law, rule, or regulation.

Members and Candidates must not knowingly participate or assist in and must dissociate from any violation of such laws, rules, or regulations.

B Knowledge of the Code and Standards

Members and Candidates are 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 recommendations of any guidance or practice papers issued by NEXT FEDERATION, and shall have a duty to conform to good practice as expressed in such guidance or practice papers.

Members and Candidates must uphold this code and co-operate with fellow members in so doing by enforcing decisions on any matter arising from its application. A member 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 who acts in a manner inconsistent with this code must take the responsibility.

C Independence and Objectivity

Members and Candidates must use reasonable care and judgment to achieve and maintain independence and objectivity in their professional activities.

Members and Candidates must not offer, solicit, or accept any gift, benefit, compensation, or consideration that reasonably could be expected to compromise their own or other's independence and objectivity.

D Misrepresentation

Members and Candidates must not knowingly make any misrepresentations relating to analysis, recommendations, actions, or other professional activities.

Once finding misrepresentation (e.g. typographical error), correct the error as soon as possible.

E Misconduct

Members and Candidates must not engage in any professional conduct involving dishonesty, fraud, or deceit or commit any act that reflects adversely on their professional reputation, integrity, or competence.

Members and Candidates must take all reasonable care that professional duties are conducted without causing offence on the grounds of gender, race, religion, disability or any other form of discrimination or unacceptable reference.

II CONDUCT TOWARDS THE PUBLIC, THE MEDIA AND OTHER PROFESSIONALS

A Public Interests

Members and Candidates must:

1. Conduct their professional activities with proper regard to the public interest.
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.
3. Have a duty to ensure that the actual interest of any organisation with which they may be professionally concerned is adequately declared.
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.
5. Honour confidences received or given in the course of professional activity.
6. Neither propose nor undertake any action which would constitute an improper influence on organs of government, legislation, or the media of communication.
7. Politely respond to public or media inquiries, but have no right to answer any question on behalf of NEXT FEDERATION unless the FEDERATION has given its consent for them to do so.

B Social Responsibility

Members and Candidates must follow seven principles of social responsibility according to ISO 26000:2010(Guidance on social responsibility):

1. Accountability.
2. Transparency.
3. Ethical behaviour.
4. Respect for stakeholder interests.
5. Respect for the rule of law.
6. Respect for international norms of behaviour.

7. Respect for human rights.

C Material Nonpublic Information

Members and Candidates who possess material nonpublic information that could affect the value of an investment must not act or cause others to act on the information.

Members, Candidates and their companies must not use inside information for gain. They must not invest in their clients' securities without the prior written permission of the client and of NEXT FEDERATION's chief executive or chief financial officer or compliance officer. Members and Candidates also have responsibility to restrict their staff in this respect.

D Market Manipulation

Members and Candidates must not engage in practices that distort prices or artificially inflate trading volume with the intent to mislead market participants.

E Conduct towards colleagues

Members and Candidates must 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.

Members and Candidates must not hurt the professional reputation or practice of another member or candidate.

Members and Candidates should encourage different points of view, but must keep team issues within the team.

III DUTIES TO CLIENTS

A Loyalty, Prudence, and Care

Members and Candidates have a duty of loyalty to their clients and must act with reasonable care and exercise prudent judgment.

Members and Candidates must act for the benefit of their clients and place their clients' interests before their employer's or their own interests.

Members and Candidates must not serve a client under terms or conditions which might impair their independence, objectivity or integrity.

Members and Candidates must not represent conflicting or competing interests without the express consent of the clients concerned.

Members and Candidates must not 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).

B Fair Dealing

Members and Candidates must deal fairly and objectively with all clients when providing analysis, making recommendations, taking action, or engaging in other professional activities.

Members and Candidates shall be free to negotiate with a client terms that 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:

1. The complexity of the issue, case, problem or assignment, and the difficulties associated with its completion.
2. The professional or specialised skills and the seniority levels of staff engaged, the time spent and the degree of responsibility involved.
3. The amount of documentation necessary to be perused or prepared, and its importance.
4. The place and circumstances where the assignment is carried out in whole or in part.
5. The scope, scale and value of the task, and its importance as an issue or project to the client.

C Suitability

When Members and Candidates are in an advisory relationship with a client, they must:

1. Make a reasonable inquiry into a client's or prospective client's Public Relations Service experience, risk and return objectives, and constraints prior to making any recommendation or taking action and must reassess and update this information regularly.
2. Determine that a proposal is suitable to the client's situation and consistent with the client's written objectives, mandates, and constraints before making recommendation or taking action.
3. Judge the suitability of action in the context of the client's total project.

When Members and Candidates are responsible for managing a project to a specific mandate, strategy, or style, they must make only recommendations or take only actions that are consistent with the stated objectives and constraints of the project.

D Performance Presentation

When communicating performance information, Members and Candidates must make reasonable efforts to ensure that it is fair, accurate, and complete.

Members and Candidates must not guarantee the achievement of results which are beyond the member's direct capacity to achieve or prevent.

E Preservation of Confidentiality

Members and Candidates must keep information about current, former, and prospective clients confidential unless:

1. The information concerns illegal activities on the part of the client;
2. Disclosure is required by law; or
3. The client or prospective client permits disclosure of the information.

IV DUTIES TO EMPLOYERS

A Loyalty

In matters related to their employment, Members and Candidates must act for the benefit of their employer and not deprive their employer of the advantage of their skills and abilities, divulge confidential information, or otherwise cause harm to their employer.

B Additional Compensation Arrangements

Members and Candidates must not accept gifts, benefits, compensation, or consideration that competes with or might reasonably be expected to create a conflict of interest with their employer's interest unless they obtain written consent from all parties involved.

C Responsibilities of Supervisors

Members and Candidates must make reasonable efforts to ensure that anyone subject to their supervision or authority complies with applicable laws, rules, regulations, and the Code and Standards.

V ANALYSIS, RECOMMENDATIONS, AND ACTIONS

A Diligence and Reasonable Basis

Members and Candidates must:

1. Exercise diligence, independence, and thoroughness in analysing, making recommendations, and taking actions.
2. Have a reasonable and adequate basis, supported by appropriate research and investigation, for any analysis, recommendation, or action.

B Communication with Clients and Prospective Clients

Members and Candidates must:

1. Disclose to clients and prospective clients the basic format and general principles of the processes they use to analyse needs, select services, and construct proposals and must promptly disclose any changes that might materially affect those processes.

2. Disclose to clients and prospective clients significant limitations and risks associated with the services process.

3. Use reasonable judgment in identifying which factors are important to their analyses, recommendations, or actions and include those factors in communications with clients and prospective clients.

4. Distinguish between fact and opinion in the presentation of analyses and recommendations.

C Record Retention

Members and Candidates must develop and maintain appropriate records to support their analyses, recommendations, actions, and other service-related communications with clients and prospective clients.

VI CONFLICTS OF INTEREST

A Disclosure of Conflicts

Members and Candidates must make full and fair disclosure of all matters that could reasonably be expected to impair their independence and objectivity or interfere with respective duties to their clients, prospective clients, and employer.

Members and Candidates must ensure that such disclosures are prominent, are delivered in plain language, and communicate the relevant information effectively.

B Priority of Transactions

Transactions for clients and employers must have priority over transactions in which a Member or Candidate is the beneficial owner.

C Referral Fees

Members and Candidates must disclose to their employer, clients, and prospective clients, as appropriate, any compensation, consideration, or benefit received from or paid to others for the recommendation of products or services.

VII RESPONSIBILITIES AS A NEXT FEDERATION MEMBER OR CANDIDATE

A Conduct as Participants in the NEXT FEDERATION

Members and Candidates must obey the NEXT FEDERATION's decisions.

Members and Candidates must obtain the consent of the NEXT FEDERATION before using the NEXT FEDERATION's resources, and should reward the NEXT FEDERATION at fair proportion after getting benefits from using such resources.

Members and Candidates must not use the NEXT FEDERATION's tangible and intangible resources to achieve personal benefits, unless they obtain a written consent from the NEXT FEDERATION in advance.

Members and Candidates must not engage in any conduct that compromises the reputation or integrity of the NEXT FEDERATION or the NEXT FEDERATION designation or the integrity, validity, or security of NEXT FEDERATION programmes.

B Reference to the NEXT FEDERATION, the NEXT FEDERATION Designation, and the NEXT FEDERATION Programme

When referring to the NEXT FEDERATION, the NEXT FEDERATION membership, the NEXT FEDERATION designation, or candidacy in the NEXT FEDERATION Programme, Members and Candidates must not misrepresent or exaggerate the meaning or implications of NEXT FEDERATION membership, designation, or candidacy.

C Code for NEXT FEDERATION Events

1. Show up on time and come prepared.
2. Stay mentally and physically present.
3. Contribute to meeting goals.
4. Let everyone participate.
5. Listen with an open mind.
6. Think before speaking.
7. Stay on point and on time.
8. Attack the problem, not the person.
9. Reach decisions and follow up.
10. Record outcomes of the events.

D Supervision and Enforcement of the Code and Standards

1. The Board of Supervisors of NEXT FEDERATION maintains oversight and responsibility for the enforcement of the Code and Standards. The NEXT FEDERATION reserves the right of final explanation of the Code and Standards.

2. Professional Conduct inquiries come from a number of sources.

(1) First, Members and Candidates must self-disclose on the annual Professional Conduct Statement all matters that question their professional conduct, such as involvement in civil litigation or a criminal investigation or being the subject of a written complaint.

(2) Second, written complaints received by Professional Conduct Staff can bring about an investigation.

(3) Third, NEXT FEDERATION staff may become aware of a questionable conduct by a Member or Candidate through the media, regulatory notices, or another public source.

3. When an inquiry is initiated, the Professional Conduct Staff conducts an investigation that may include requesting a written explanation from the Member or Candidate; interviewing the Member or Candidate, complaining parties, and third parties; and collecting documents and records relevant to the investigation. Upon reviewing the material obtained during the investigation, the Professional Conduct Staff may conclude the inquiry with no disciplinary sanction, issue a cautionary letter, or continue proceedings to discipline the Member or Candidate. If the Professional Conduct Staff believes a violation of the Code and Standards has occurred, the Member or Candidate has the opportunity to reject or accept any charges and the proposed sanctions.

4. If the Member or Candidate does not accept the charges and proposed sanction, the matter is referred to a panel composed of members of Board of Supervisors. The panel should review materials and presentations from the Professional Conduct Staff and from the Member or Candidate. The panel's task is to determine whether a violation of the Code and Standards occurred and, if so, what sanction should be imposed.

5. Sanctions imposed by NEXT FEDERATION include warning, public censure, suspension or revocation of NEXT FEDERATION membership and the use of the NEXT FEDERATION designation. Members and Candidates enrolled in the NEXT FEDERATION Programme who have violated the Code and Standards may be suspended or prohibited from further participation or cooperation in the NEXT FEDERATION Programme.



PLEDGE OF CODE AND STANDARDS OF NEXT FEDERATION

I pledge:

To conduct myself professionally, with truth, accuracy, fairness, and responsibility to the public; To improve my individual competence and advance the knowledge and proficiency of the profession through continuing research and education; And to adhere to the articles of the CODE OF ETHICS AND STANDARDS OF PROFESSIONAL CONDUCT OF NEXT FEDERATION.

I understand and accept that there is a consequence for misconduct, including both membership and employment revocation.

And, I understand that those who have been or are sanctioned by a government agency or convicted in a court of law of an action that fails to comply with the CODE OF ETHICS AND STANDARDS OF PROFESSIONAL CONDUCT may be barred from membership or expelled from NEXT FEDERATION.

Full(Print) name

Signature

Date