

EBU

OPERATING EUROVISION AND EURORADIO

CODE OF ETHICS

For the Staff of the European
Broadcasting Union

25.04.2023

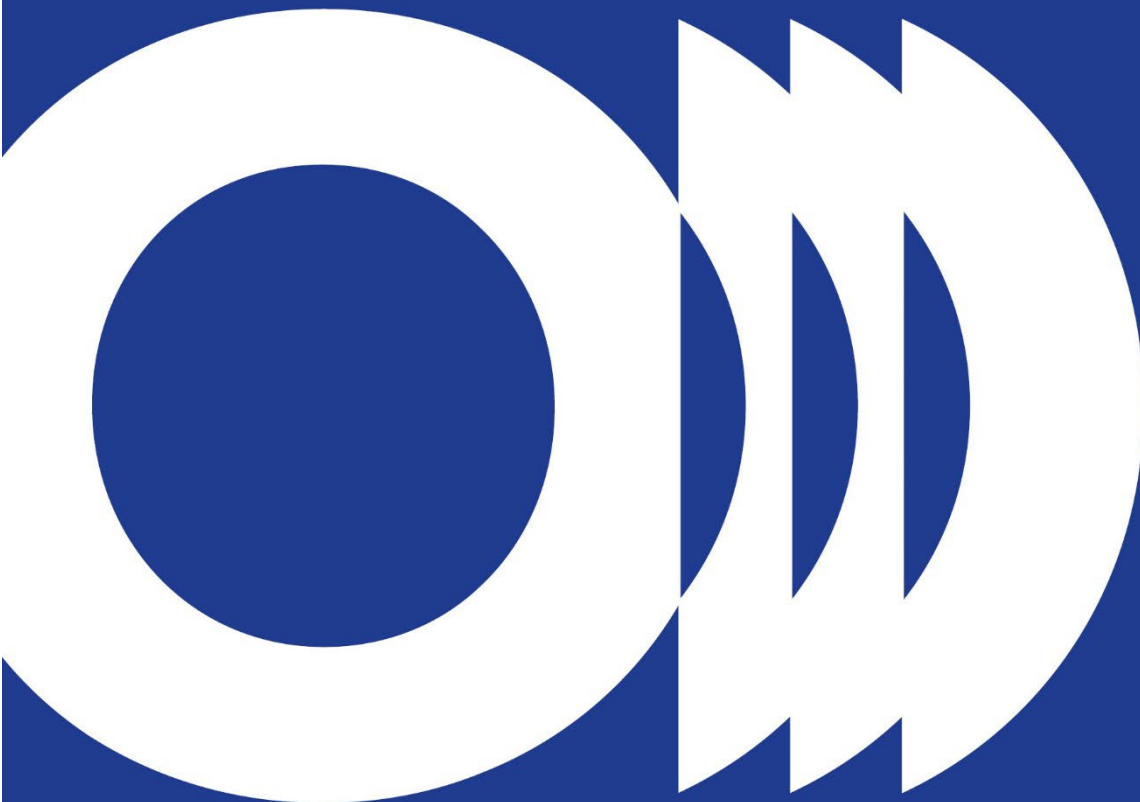


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1. STATEMENT OF PRINCIPLES

1.1. Promoting and representing public service media in Europe

The EBU is a member-driven association under Swiss law. It exists to promote public service media in Europe and to assist its Members in best serving the interests of the general public, based on the recognition of values such as human rights, freedom of expression, democracy, cultural diversity, tolerance and solidarity.

To that end, the EBU's role is to make public service media indispensable by providing services that ultimately support our Members in fulfilling their public service remit.

As the representative of public service media in Europe, the EBU must embody the very highest ethical values both as an organisation and through the integrity and conduct of its Staff.

1.2. Code of conduct

In its interaction with Members, employees, public institutions and commercial partners, the EBU must operate with the utmost transparency, effectiveness, legality and neutrality. It must withstand the most rigorous standards of public scrutiny.

In discharging its obligations to Members, the EBU is bound to adhere to its Statutes while simultaneously ensuring that the conduct of its Staff members contributes to achieving its aims. The EBU strives to achieve the highest ethical and professional standards, creating a culture of creativity, excellence & innovation. These standards must be preserved and, where possible, enhanced.

Every Staff member must work with complete probity, impartiality and respect for diversity, with fairness, diligence and good faith. In conducting their activities, Staff members must comply with all legal requirements as well as the EBU's body of policies and procedures, which reflect the highest ethical standards.

1.3. Purpose of the Code

The intention of this Code is to provide a clear re-affirmation of the standards which the EBU expects of all its Staff, and of the standards which they are entitled to expect of the EBU. The Code should be instrumental in promoting the EBU's reputation and in inspiring confidence (amongst its Staff, the public and its Members) in how the EBU conducts its activities.

2. SCOPE OF THE CODE OF ETHICS

2.1. 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**").

2.2. Staff

This Code applies equally to all EBU Staff members (hereafter "**Staff**" or "**Staff members**"), regardless of whether they have a permanent or temporary fixed-term contract, including "**EBU Management**" (i.e., directors, as well as all Staff members with a managerial responsibility, including senior and line managers).

3. THE EBU'S COMMITMENT TO STAFF

3.1. Diversity, Equity & Inclusion

The EBU is committed to Diversity, Equity and Inclusion (DEI) and the DEI related policies enacted by the EBU reflecting this commitment. To this end, the EBU makes every effort to attract and retain a highly diverse workforce reflective of the diversity of society at large while promoting a truly inclusive working environment.

Consequently, the EBU does not tolerate any form of discrimination or exclusion concerning, among other characteristics, gender, nationality, background, race or ethnic origin, disabilities, age or sexual orientation.

3.2. Working Conditions

The EBU values the contributions of all of its Staff and strives to recruit and retain staff from diverse communities across all levels of the organization. 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 an inclusive working atmosphere, which is satisfying, stimulating and rewarding, in a safe, pleasant and non-discriminatory environment which fosters open communication and equality of access and opportunity throughout the entire organization.

3.3. Promotion of Training

The EBU encourages staff development and training as a means to enable all employees to feel valued and challenged, while providing them with equal opportunities to advance their careers in the service of our Members.

3.4. Communication and Sharing of Information

Those in leadership and managerial positions will communicate effectively with their teams, sharing information in a balanced, equitable and transparent way.

4. THE STAFF'S COMMITMENT TO THE EBU

4.1. General behaviour

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

In addition to the EBU Corporate Values, which are agreed upon with staff and are to be reflected in Staff's behaviour, the fundamental ethical requirements to be met by Staff members are honesty, competence, loyalty (placing the company interests above those of an individual or collective nature) independence, impartiality and ensuring that the EBU's reputation is not damaged in any way .

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

4.2. Business and Fair Dealings

Staff must ensure that all business transactions are properly accounted for and reported.

Staff involved in procurement activities on behalf of the EBU will adhere to the EBU corporate procurement policy and 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 impartial 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.

4.3. Gifts & Advantages

As a matter of principle, Staff should never offer, solicit or accept personal advantages or gifts, including hospitality favours or entertainment (hereafter "**Gifts & Advantages**") 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.

Acceptance of Gifts & Advantages

Staff members may accept Gifts & Advantages provided in the normal course of the Staff member's duties as long as these are unsolicited and provided that no more than one such Gift or Advantage has been accepted in any year from a sole source. When such Gifts or Advantages are received, the beneficiary must inform their Director or line manager. The maximum value of any such Gift or Advantage for Staff members may not exceed CHF 200.

If it is not possible to refuse a Gift or Advantage that has an objectively higher value without causing serious offence, the recipient will inform the Director or the line manager. Any physical Gift will be handed over to the Human Resources Unit and its further disposition will be determined by the EBU Senior Leadership 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 Senior Leadership Committee.

A checklist of the considerations to be taken into account before accepting a Gift or Advantage ("Checklist – Accepting of Gifts and Advantages) can be found in annexe to this document.

Offering of Gifts & Advantages

No Gifts or Advantages may be offered to third-party organisations or individuals without the prior approval of the relevant Director considering local laws and regulations. Any Gifts or Advantages exceeding CHF 200 per person or provided to the same person on more than one occasion in a single year require the Director General's prior approval.

For invitations to events either sponsored entirely or in part by the EBU or for which the EBU has been engaged as a commercial service provider, the maximum value may not exceed CHF 200. Any exception will require the Director General's prior approval.

In no case shall Gifts or Advantages that could be regarded as an inducement to obtain a commercial advantage be offered to third-party organisations or individuals.

A checklist of the considerations to be considered before offering a Gift or Advantage ("Checklist – Offering of Gifts and Advantages) can be found in annexe to this document.

4.4. 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 INTERESTS

5.1. 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.

5.2. Definition of Conflict of Interest

A "Conflict of interest" exists in situations where *Staff members give priority to their private and/or personal interests* 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).

5.3. 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.

5.4. Person to inform – Director of Human Resources 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 Director of Human Resources ("**HR Director**") or, if the HR Director 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 HR Director to the Personnel Committee and/or the President of the EBU.

6. DECLARATION OF PERSONAL INTERESTS

6.1. Statement

All EBU Staff members are 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 promptly informing the HR Director and the Internal Audit Manager whenever circumstances require that the Declaration needs to be updated.

6.2. Filing

Declarations of Personal Interests are kept on file on a confidential basis by the HR Department.

7. PROTECTION OF INFORMATION

7.1. Confidentiality

Staff members have a responsibility to protect the EBU's proprietary, confidential and/or personal 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 Senior Leadership 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.

7.2. Data Protection / Privacy

The EBU is committed to protecting its information security systems and all data from unauthorized access and disclosure. To the end, the EBU will ensure that the organization is in full compliance with all applicable data protection rules and regulations. Consequently, Staff members are required to apply and follow all relevant data protection principles when processing personal data in their activities and in adherence with the EBU Privacy Management Policy and Procedure.

7.3. Media Relations

Staff members are invited to refer to the Media Relations Policy 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 their respective Director.

8. REPORTING PROCEDURES

8.1. 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 President of the EBU, the Chair of the Personnel Committee and/or the Chair of the Audit Committee.
- **a Director**, Staff members should consult the Director General
- **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 Director of Human Resources.
- **suspicion of financial impropriety**, Staff members may always consult the Internal Audit Manager or the CFAO.

In all such cases, the HR Director will be informed by the recipient of the complaint. The HR Director 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 HR Director and thereafter, if necessary, the Director General. The HR Director and/or the Director

General shall take appropriate action to resolve the issue. If the initial notification is to the HR Director, the latter shall notify the Director General or the President of the EBU.

8.2. Whistleblowing Platform

While Staff are encouraged to use internal channels of consultation whenever possible and mechanisms for the resolution of conflicts and complaints (such as TOM) as described in the “Policy for the Protection of the Staff Member’s Personal Integrity”, Staff members may make use of the EQS Integrity Line Platform (accessible via the EBU intranet or at the following address EBUIntegrityLine@deloitte.com at any time to submit a disclosure. This ‘whistleblowing’ platform should be used when the internal mechanisms are deemed insufficient to safeguard an employee, or when the internal reporting mechanisms may result in a conflict of interest due to the hierarchy of staff involved in the disclosure.

The procedures and mechanisms available to Staff, including those set out in the document entitled ‘whistleblowing policy’, can all be consulted on the Intranet.

8.3. Chairs of the Audit or of the Personnel Committee

In serious cases that concern the Director General, or if after following the internal procedure of consultation, Staff members have not received a satisfactory answer or have received no answer at all, they may submit a written disclosure via the whistleblowing platform (EQS Integrity Line) to the attention of:

- **the Chair of the Audit Committee** in case of **suspected fraud or other financial wrongdoing.**
- **the Chair of the Personnel Committee** in case of **suspected wrongdoing of a non-financial nature.**

Upon receiving such notification, the relevant Chair will confidentially notify the Director General and the Internal Audit Manager.

If the matter relates to alleged conduct by the Director General, the relevant Chair will, in the first instance, confidentially notify the President of the EBU or, in his/her absence, the Vice-President as well as the Internal Audit Manager.

Staff members making allegations to either of the Committee Chairs must identify themselves. If following review, the Committee Chair 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.

8.4. Protection

The EBU will not tolerate threats or acts of retaliation of any kind against any individuals that: (a) report conduct reasonably believed to violate this code and/or associated Human Resources policies or, (b) provide information in good faith or acts as a witness in connection with a report or investigation of any such conduct. 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

9.1. Breach / Fraud

A breach of this Code shall also include a fraud or a breach of the EBU's rules, regulations and policies. In general, any sanctions applied in connection with such breaches will be treated in accordance with the EBU Disciplinary Policy and, where applicable Swiss law. This applies to all EBU Staff and covers all courses of disciplinary action leading up to and including termination of employment.

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.

9.2. Bad Faith Allegations

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.

9.3. Breach by a Director

In case of breach of the Code by a Director, the Director General will be responsible for deciding on any sanction, in consultation, where appropriate, with the Chair of the Audit Committee and/or the Chair of the Personnel Committee.

9.4. 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 Chair of the Audit Committee and the Chair of the Personnel Committee regarding the appropriate sanctions. They will then submit a recommendation to the Executive Board.

10. APPLICATION OF THE CODE

10.1. 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 reporting to the Executive Board on its overall effectiveness as they may deem appropriate.

10.2. Keeping the Code relevant

This Code will be subject to periodic review to ensure compliance with applicable law and conformity with best corporate practices. To this end, the Code may be subject to further amendment and/or modifications as recommended by both the Audit and Personnel Committees, acting jointly, and subsequently approved by the Executive Board.

10.3. Reports to the Committees

The Audit Committee and the Personnel Committee will receive every six months a report highlighting whether any complaints or conflicts of interest were filed under the Ethics Code and what actions were taken in response. In cases where there are no substantial complaints or conflicts under the Ethics Code to be reported, these reports will be submitted directly to the Executive Board for noting as a matter of practicality.

DOCUMENT CONTROL

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Checklist - Acceptance of Gifts & Advantages

Principles:

- **The EBU does not tolerate any form of corruption.**
- **We do not accept any form of advantage from third parties, whether personal or intended for other third parties (e.g. family members or other employees of the EBU)**

Rules regarding the Acceptance of Gifts & Advantages

In principle the usual attentions given to EBU employees participating in working sessions at the premises of EBU Members or other organisation with whom the EBU maintains or intends to establish commercial relations (e.g., refreshments, pens, meals in the staff restaurant) as well as insignificant publicity items (e.g., pens, blocs of paper, caps, t-shirts etc.) can be accepted without hesitation.

All other gifts and advantages, such as an invitation for an aperitif or a dinner, bottles of wine, boxes of chocolates etc., may only be accepted if the recipient can answer "NO" to all of the following questions:

	Question	Yes	No
1	Is the value of the gift/advantage higher than CHF 200?		
2	Have I already received this year a gift/advantage from the same person/company/organisation?		
3	Does the gift/advantage reflect any objective other than maintaining good relations?		
4	Is my capacity to take objective and correct decisions compromised? Do I have the feeling that this situation reflects a lack of ethics on my part?		
5	Has the gift/advantage been offered at a delicate moment in our commercial relations		
6	Does the gift/advantage consist in part of expenses (travel, lodging) or cash (aside from normal tips)?		

Note:

Gifts that are not permitted must be returned to their donor. If this is not possible, in agreement with that person's immediate supervisor, the gift will be handed over to the Human Resources Unit and its further disposition will be determined by the EBU Management Committee.

Checklist - Offering of Gifts & Advantages

Principles:

- **The EBU does not tolerate any form of corruption.**
- **We do not offer any form of advantage to third parties, whether directly or intended for other third parties (e.g. family members or other employees of the same organisation)**

Rules regarding the Offering of Gifts & Advantages

In principle the usual attentions given during working sessions taking place at the EBU premises to representatives of EBU Members or of other organisations with whom the EBU maintains or intends to establish commercial relations (e.g. refreshments, pens, meals in the staff restaurant) as well as insignificant publicity items (e.g. pens, blocs of paper, caps, t-shirts etc.) can be offered without hesitation.

All other gifts and advantages, such as an invitation for an aperitif or a dinner, bottles of wine, boxes of chocolates etc., may only be offered if the donor can answer "NO" to all of the following questions:

	Question	Yes	No
1	Is the value of the gift/advantage offered higher than CHF 200 (including in the case of an invitation to an event sponsored entirely or in part by the EBU or for which the EBU has been engaged as a commercial service provider)?		
2	Has the beneficiary already received this year a gift/advantage from the EBU?		
3	Does the gift/advantage reflect any objective other than maintaining good relations?		
4	Is the capacity of the beneficiary to take objective and correct decisions compromised? Could he/she have the feeling that this situation would reflect a lack of ethics? Has consideration been given to how the offering of such a gift/advantage would be perceived by other third parties (e.g. EBU Member representatives, media professionals, colleagues)		
5	Has the gift/advantage been offered at a delicate moment in our commercial relations		
6	Does the gift/advantage consist in part of expenses (travel, lodging) or cash (aside from normal tips)?		

Note:

Deviations are only permitted if approved by the Director General.