A. ETHICAL GUIDELINES OF THE SERVICE DESIGN STRATEGIES AND INNOVATIONS' PROGRAMME

Preamble

1. The following Ethical Guidelines formulate the attitudes and principles underpinning the ethical conduct of the Service Design Strategies and Innovations (hereinafter SDSI) programme's students, faculty and staff, and the procedure for handling ethical conflicts.

2. The purpose of the Ethical Guidelines is to encourage students, faculty and staff to be trustworthy and fair; to perform their duties in good faith and responsibly, following the Ethical Guidelines at work, in interpersonal communication and in personal behaviour.

3. The Ethical Guidelines include the basic principles and norms of ethical behaviour that students, faculty and staff are required to follow in their attitude towards the SDSI program, in their work and in their relations with other members of the SDSI program family.

General Ethical Principles

1. The Principle of Good Faith:

1.1. Following the principle of good faith requires every person to exhibit honesty, openness and behaviour in accordance with their status in the study and research process or in the organization; the fulfillment of duties and obligations is performed according to individual professional competence.

1.2. SDSI program members base their ethical behaviour on the obligation to fulfill promises in good faith, and strive for honesty and tact in mutual relations.

1.3. Implementation of the good faith principle promotes academic freedom, trust and equality.

1.4. A self-critical assessment of the competence and the rapid development of modern science requires a continuous increase in one's level of knowledge, regardless of the professional status of the person concerned.

1.5. Involvement in research is determined by the possible benefit to the relevant field of science or benefit to society, not by the researcher's self-interest or dependence on sponsors.

1.6. Every SDSI program representative refrains from pursuing positions and side jobs that may raise suspicions of an apparent or real conflict of interest.

A member of the SDSI program shall:

1.7. not misuse their position for material or other types of gain or services;

1.8. not engage in agitation aimed at the SDSI program for political or religious associations;

1.9. prevent conflict of interest and not allow the objectivity of their work and decisions to be influenced by family, social, financial or other relationships.

2. The Principle of Collegiality

2.1. The implementation of the principle of collegiality is based on mutual respect and tolerance, justice and benevolence. It does not allow discrimination based on nationality, race, gender, age, sexual orientation, political, philosophical or religious beliefs, social origin, property, family, physical or mental abilities or health status.
A member of the SDSI program shall:

2.2. be honest, helpful, compassionate, polite and a proponent of equal opportunities for and inclusion of SDSI program members;

2.3. resolve problems and discord arising in the SDSI program's activity and mutual interaction between SDSI program members; without involving the public or persons, institutions and organizations not connected to the SDSI program;

2.4. not behave in a sexually harassing manner;

2.5. not discriminate, harass or subject to humiliation others and shall be respectful in verbal exchanges.

2.6. Collegial relations between lecturers, students, employees and the administration strengthen the feeling of belonging to the SDSI programme for students and workers as well as increasing pride in their place of study or work.

2.7. Diversity of opinions, open exchange of ideas, and fair competition, which does not allow the use of disagreements in the interests of one's status or career, is considered a norm in the academic environment.

2.8. Discussion culture characteristic of the academic environment requires both valid defense of one's views and recognition of justified criticism.

2.9. The implementation of the principle of collegiality creates the need to rely on constructive cooperation in situations of conflict, and use speech and behaviour that does not offend the self-respect of other people.

3. The Principle of Responsibility

3.1. Everyone is responsible for their actions and behaviour in mutual relations, as well as representing the SDSI programme outside of it, and within the limits of their abilities not to allow situations which don't comply with generally accepted moral norms and could harm the reputation of the SDSI programme or the professional prestige of the person concerned.

3.2. The confidential nature of professional information and mutual relations requires a responsible attitude towards information. The provider of the information is responsible for its truthfulness according to the level of their competence.

3.3. Everyone is responsible for their contribution to the development and quality of education and research work.

3.4. Students', academics' and general staff participation in the promotion of the overall image and international recognition of the SDSI programme is supported and encouraged. A member of the SDSI programme shall:

3.5. preserve and protect the SDSI programme's property and obey the established rules of conduct and public order while on any partner university's grounds;

3.6. value the preservation of the ecological environment and natural resources and a sustainable lifestyle;

3.7. preclude intellectual property theft and notify the SDSI programme of incidents of intellectual property theft or a suspicion thereof. In their work and documents, SDSI programme members shall not deliberately present false data;

3.8. uphold the reputation of the SDSI programme and refrain from activities that could harm it in any way;

3.9. responsibly safeguard any confidential information learned by them in the course of studying or teaching at the SDSI programme. In particular, this applies to personal data;

3.10. preclude conflict of interest and not allow the objectivity of their work and decisions to be influenced by family, social, financial or other relationships.

4. Basic Principles of Behaviour of the SDSI Programme's Employees

4.1. Ethics of Academic Staff

Academic staff (assistant, lecturer, docent, associate professor, professor) is invited to:

4.1.1. hold the teaching profession in honour and respect;

4.1.2. follow the principles of didactics and upbringing;

4.1.3. Improve one's own teaching skills;

4.1.4. learn from those who are taught;

4.1.5. selflessly transfer the knowledge and skills to students and less experienced colleagues;

4.1.6. when doing scientific research work, follow the guidelines of good research practice;

4.1.7. objectively evaluate students' knowledge, skills and abilities;

4.1.8. use every opportunity in pedagogical work for development of students' moral culture;

4.1.9. not to allow a derogatory attitude towards other study courses and lecturers of these courses;

4.1.10. not to accept any gifts or material or other types of benefits defined by law from students.

4.2. General Personnel Ethics

Every SDSI programme's employee:

4.2.1. highly values the opportunity to work at the SDSI programme and is aware that the joint performance and success of the programme depends on their work;

4.2.2. is aware that ethical behaviour depends not on management orders, but on personal attitude towards own duties and ethical norms;

4.2.3. treats all SDSI programme's structural units and those working in these units equally, ensuring that resources, services and opportunities are available to all for whom they are intended;

4.2.4. does not allow gossiping and denunciation of colleagues;

4.2.5. is polite, kind, and helpful; treats representatives of all professions with respect, respecting their work, rights and obligations;

4.2.6. is competent in their speciality; constantly supplementing and improving their knowledge and skills;

4.2.7. observes work discipline. At work, fulfilling the duties of one's position is considered primary. The work is performed carefully and conscientiously, taking personal responsibility for actions and their consequences;

4.2.8. while defending free access to information, observes the restrictions on receiving and

transferring information set by laws and regulations.

4.3. Managerial Ethics

The Ethical Guidelines encourage every manager (rectors, provisional rectors, heads of structural units and deputy heads) to:

4.3.1. be aware of their place and special role in the SDSI programme, to be a role model in observing moral norms;

4.3.2. use delegated authority to serve others;

4.3.3. when performing the functions of a direct or higher superior, act in accordance with the legal and moral norms provided in the job description;

4.3.4. orientate towards progressive development, connect the vision of work goals with the needs of subordinates;

4.3.5. improve personnel management, communication, cooperation and other types of knowledge and skills;

4.3.6. listen, evaluate and take into account criticism addressed to the manager;

4.3.7. be open in the development, decision-making and execution of the decision, inform the staff of the SDSI programme about tasks and development perspectives;

4.3.8. not assign tasks that are in conflict with legal acts, moral norms and Ethical Guidelines to students, lecturers and employees;

4.3.9. prevent discriminatory treatment against students and employees;

4.3.10. prevent intrigue, rumours and inappropriate behaviour;

4.3.11. motivate, support and promote the professional development of staff;

4.3.12. be the guardian of their subordinates.

4.4. Student Ethics

The Ethical Guidelines encourage every student to:

4.4.1. learn the chosen study programme in good faith, acquire theoretical and practical knowledge and skills;

4.4.2. attend study classes and undergo practice in the prescribed manner and time; be objective, fair and honest when representing students in student council and other institutions;

4.4.3. respect the work of other students, academic and general staff;

4.4.4. refrain from providing gifts or any material or other benefit (service) to SDSI programme's officials and educators;

4.4.5. preserve and protect the material property of the selected residential space of the student during their mobility periods in Latvia, Finland and Estonia, be it a rental apartment sublet by an external private person or dormitory dorms of any of the SDSI university, thus protecting the general image and reputation of the SDSI programme;

4.4.6. not allow plagiarism and not impersonate other people's works or fragments of these works;

4.4.7. respect the culture of discussion and polemic;

4.4.8. personally take tests and exams;

4.4.9. use only authorised means (materials, technical devices, etc) in tests.

4.4.10. Academic fraud in all its forms is prohibited and students must follow good academic practices in all activities related to their studies. Academic fraud refers to purposeful misleading of the academic community, the examiner or other decision-makers. The following acts, among others, constitute academic fraud: plagiarism, inventing or distorting research

results or observations, unauthorised use of confidential information and presenting it as one's own, and committing fraud in examinations.

5. Implementation of the Ethical Guidelines

The Ethical Guidelines are available to all SDSI programme's students, faculty, staff and the public. They are published on the SDSI website. Every member of the SDSI programme's family and all those who start studies or enter into working relations with the SDSI programme are introduced to the guidelines.

Ethics Committee

5.1. If necessary, an ethics committee, formed on conditions set forth in each of the SDSI programme's partner universities' statutes, shall meet to discuss unethical conduct, including behaviour that can be considered indecorous towards the rules of the hosting organisation. In case such a committee is formed, it is done in accordance with the rules of the hosting university where the mobility period and the particular case of unethical conduct took place.

5.2. The ethics committee shall gather evidence, interview the participants and witnesses, and analyse the situation at the meeting. Protocols shall be kept of these meetings and decisions taken to prevent further unethical conduct.

5.3. The decision of the ethics committee may be conciliatory, exculpatory or denunciatory and, if the incident is in violation of an obligation arising from contract, law or universities' by-law, include a proposal to the rector to issue a warning to a person who behaved unethically, to cancel a contract with a staff member, or to expel a student.

5.4. The decision made by the ethics committee shall be announced to the participants in the proceeding. The decision may be challenged by an appeal to the rector. The rector shall in such cases evaluate whether the decision was justified on the basis of the evidence gathered over the course of discussion. The means of influence to be applied in the event of unethical conduct must be proportionate to the act committed. The rector's judgment on whether the decision is justified shall conclude the proceedings on the complaint at the university.

5.5. The decisions of the ethics committee are public unless the information is subject to access restrictions.

Support for Study-Related Well-Being

5.6. In fostering a positive and inclusive learning environment, the programme administration recognizes the significance of students' psychological well-being. A psychologist is available for therapy sessions specifically designed to assist with study-related challenges, conflicts within team-work, and stress related to project deadlines, among other academic concerns.

5.7. In instances where students require assistance with non-study-related / personal psychological matters, the SDSI programme encourages students seeking support from appropriate health care providers or external resources.