

ETHICAL RULES

To behave or not to behave

The epda has no authority or intent to be watchdog in design in Europe. The epda is a voluntary association for which members pay an annual fee and can end the relation each year. It is within the intentions and spirit of the epda and its members to discuss negative elements in the design world which can damage the reputation of designers.

To behave or not to behave, that's not the question. It is: if you are an epda member, you have committed yourself to the objectives of the epda. To be a professional in design automatically means to be part of the epda and to act according to the principles of the epda.

The epda ethical guidelines

The following guidelines attempt to define the way all members of epda should behave towards colleagues and clients. They are in a way a code of conduct that every member should respect in order to promote and practice their profession while respecting and having consideration for others. It also describes the conduct of epda members during the epda activities.

The epda attitude

The epda is an association based on the voluntary cooperation between designers across Europe. The epda is as strong or as weak as the commitment of the individual members to the goals of the epda. The wish to meet and discuss creative and business matters with colleagues should prevail over the need for more business. Confidential information should not be used to solicit work from other members' clients in a way that contravenes the Ethical Rules of the association.

The epda working discipline

The proposal

Each job should be subject to a detailed and well documented proposal. This proposal should document the different phases, their cost and timing, to enable the client to better understand the creative process and enable him to compare proposals from different suppliers. The conditions of sale, payment and legal requirements should be clearly stipulated.

Legal requirements should be designed to protect the design company and protect the client from unpleasant surprises. Each proposal prepared by members of epda calls into question our professional ethics and the ideals of the association.

Prices

All work should be invoiced as its true value with a proper return on capital and covering adequate general expenses. How about, where an hourly rate is used this should be clearly stipulated.

Unfair competition

Members should refuse to participate in pitches which require unpaid work. The level of payment for pitches should relate to the time and effort involved. Members should refuse to work simultaneously on two or more competitive project from different clients, without having received preliminary authorisation from the clients involved. Members should keep secret information, whether technical, marketing or other that the client would perceive as confidential that they may receive during paid pitch, briefing or design study.

Such information should only be divulged with the consent of the clients involved. Members should never disparage their colleagues either directly or indirectly. In this climate of mutual respect, members should not accept unpaid work except for humanitarian reasons.

Only the quality of work should be promoted to clients not its remuneration. The latter is to represent only the true cost of an intellectual and responsible process. In other words, quality and not quantity, quality that is rightly recognized, not quality that has been unfairly manipulated! Members should not give or receive substantial benefits which might cause an obligation to any party in a contract and therefore not best serve their client's interest.

The board of ethics

The epda board will appoint a board of ethics that will develop the associations code of ethics, police their implementation and deliberate in the case of disputes between members regarding irregularities during epda activities. The board of ethics has the power to impose disciplinaire measures and for expel members if necessary. The board of ethics has no jurisdiction over local disputes.

The summary

The strengths of the epda depends on the strenghts of the individual members. The atmosphere within the epda depends on the relationship between the epda members. The quality perception of the epda with clients depends on the quality of the service and creative work of the individual agency. The Ethical Rules of the epda only have a purpose if the epda members commit themselves to them. On short notice the epda board will install the Board of Ethics for disputes between members.

Partners

