



**Global Principles
of Ethical
Practice in
Public Relations
and
Communications**

Global resources in ethics for all public relations and communication professionals

Putting ethical considerations in every day decisions can be challenging. That is why many associations have developed decision trees, case studies and practical advice. The Global Alliance has pooled these resources and guidance which can be accessed through the links below.

It is also recognized that an annual pledge, or re-sign, of an ethical pledge is a highly desirable mechanism to remind professionals of their obligations and the need for training or re-training in ethics on a regular basis.

Global Alliance

<https://melbournemandate.files.wordpress.com/2012/09/working-paper-responsibility-group.pdf>

http://www.mepra.org/wp-content/uploads/2017/05/The-Stockholm-Accords_draft_June-15_new-CI-1.pdf

PRSA

<https://www.prsa.org/ethics/resources/>

<https://www.prsa.org/ethics/resources/ethical-standards-advisories/>

<https://www.prsa.org/ethics-moments/>

CPRS

<https://www.cprsvancouver.com/blog/posts/2018/no-good-deed-pr-role-models/>

https://www.cprs.ca/aboutus/code_ethic.aspx

CIPR

<https://www.cipr.co.uk/ethics>

<http://newsroom.cipr.co.uk/cipr-publishes-interactive-ethics-podcast/>

https://www.cipr.co.uk/sites/default/files/10743_CIPR_EthicalDecisionTree_v9.pdf

<https://www.cipr.co.uk/content/members/complaints>

https://www.cipr.co.uk/sites/default/files/10768_CIPR_Code_of_Conduct_v8.pdf

PRCA

<https://www.prca.org.uk/campaigns/ethics>

<https://www.prca.org.uk/campaigns/ethics/bell-pottinger-case-study>

<https://www.prca.org.uk/campaigns/ethics/complaints-process>

PRINZ

https://www.prinz.org.nz/About/Article?Action=View&Article_id=81

Not a PRINZ resource but one made available via Dr Elspeth Tilley – Ethics Pyramid Model -

https://www.tandfonline.com/doi/abs/10.1207/s15327728jmme2004_6?journalCode=hmm
[e20](#) and early model

<http://www.prismjournal.org/fileadmin/Praxis/Files/TilleyPRINZpresentation.pdf>

But also models that can be used in decision making include TARES or Potter Box

https://www.prinz.org.nz/About/Article?Action=View&Article_id=81

IABC

https://www.iabc.com/wp-content/uploads/2016/02/08-Code-of-Ethics_IEB-Approved_4-May-2016.pdf

<https://www.iabc.com/petition-for-commitment-to-ethical-communication/>

<http://chair.iabc.com/2017/02/04/alternative-facts-and-iabcs-six-core-principles/>

<http://chair.iabc.com/2017/03/27/march-leadership-forum-ethics-in-the-spotlight/>

<https://www.change.org/p/iabc-international-executive-board-show-your-commitment-to-ethical-communication>

ETHICAL PR REPORTS

The ethical PR reports you find below are available for download.

Global Economic Ethic, April 2009

- [Global Economic Ethic: consequences for Global Business](#)

Global Protocol on Ethics in Public Relations, June 2003

- Report on [Global Protocol on Ethics in Public Relations](#)

Comparison of Code of Ethics, February 2002

- [Comparison of selected PR Codes of Ethics](#)
- [Benchmarking of Codes of Ethics in Public Relations - Phase 2](#)