

## BDI SHARED VALUES

### **BDI members agree to:**

Be honest and fair in all our dealings  
Maintain high professional standards and levels of competence  
Promote best practice.

### **For our clients, we will:**

Advise our clients and employers of any reservations concerning projects  
Avoid conflicts of interest  
Establish clear contractual understandings regarding the obligations of all parties  
Treat privileged information with discretion.

### **To promote fair competition, we will:**

Issue truthful public statements and promotional materials  
Not 'free pitch' creative or project work  
Respect competitors' contractual relationships with their clients.

### **For our employees, we will:**

Enable professional development where possible  
Establish clear contractual understandings  
Maintain safe and appropriate working environments.

### **For education, we will:**

Advocate curricula and standards that provide world-leading knowledge and skills  
Provide opportunities for internships and collaboration where possible  
Respect students' rights to ownership of their designs and fairly credit them for their work.