

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.