

# Code of Conduct: Public Relations

CADUS e.V.

Redefine global solidarity

CADUS e.V. commits itself to responsible and self-critical public relations by this Code of Conduct. The goal of CADUS e.V. is the solidarity with those affected by disasters, wars and violence. This goal should also be clarified by our public relations (PR). In the course of our public relations we reject any form of representation of those affected as passive victims, as well as their instrumentalization and the decontextualization of their situation. The purpose of this Code of Conduct is to make our guidance transparent while providing a basis for self-criticism and reflection.

## 1. Tasks and goals of the public relations work of CADUS e.V.

Our public relations work should encourage and empower people to actively participate in shaping social processes in the context of humanitarian work. Taking into account social and political contexts of a crisis or emergency is an integral part of the public relations work of CADUS e.V. and actively contributes to humanitarian concerns within public debates. The public relations department informs about our work, but also creates a space for people to engage with our work and its context. The addressees of our PR are respected as active and responsible agents and are encouraged to provide material and moral support. The aim is to make each individual more responsive to their political responsibilities and to make them aware that greater political and social contexts play a crucial role in humanitarian crises and emergencies. We want to support people to critically reflect on contexts and to act in solidarity. The PR work of CADUS e.V. covers the entirety of our advertising and information communication, which is shaped by press and media work as well as through fundraising.

## 2. Obligations

### 2.1 Commitment to the objectives and concerns of CADUS e.V.

PR is fundamentally committed to the objectives set forth in the preamble of the CADUS e.V. Statutes, namely the initiation of projects in the field of medical care, trauma care and technical assistance in regions that are difficult to access and under-served. In addition, the interdisciplinary and cross-organizational knowledge exchange, as well as the development of networks, should be promoted in these areas.

### 2.2 Commitment to human dignity

PR respects the dignity of human beings in a special way: It assumes that people worldwide are subjects of their actions and not objects of aid. PR demonstrates this in all publications in word, image and sound.

### 2.3 Commitment to openness and truth

PR pays attention to truthful, appropriate presentation, makes its own value backgrounds, motives and their actions transparent. It signals the principle openness to different options for action and wants to enable people to decide between different solutions. An honest and credible PR does not make claims that suggest a particular form of assistance or a particular approach as the only solution. PR strives for a proper representation of humanitarian work and the challenges of the humanitarian sector.

### 2.4 Commitment to respect

PR promotes a change of perspective that allows to take the perspective of others and to reflect

one's own point of view self-critically. The basis for this is the respect for other points of view, provided that they do not violate human dignity.

#### 2.5 Commitment to constructive change

PR is not exhausted in the presentation of individual or general misery. It describes the causes and consequences of catastrophes, wars and difficult living conditions and oppression, and shows ways of possible constructive changes. The context is always mentioned, in particular when using images. PR indicates whether its own performance complies with the objectives described in the CADUS e.V statute.

#### 2.6 Commitment to partnership

PR is committed to the principle of partnership. In doing so, PR takes note of the ability of people to responsibly shape their own lives. PR seeks open dialogue with various social groups worldwide, is self-critical in this sense and strives for mutual learning experiences.

#### 2.7 Commitment to appropriate means of communication

PR does not aim to present or simplify matters in such a way that the targeted audience is outwitted with pictures and words. This also includes avoiding contents and formulations that can be understood as discriminatory. PR opens up possibilities of understanding and is therefore incompatible with strategic methods that would overwhelm people with indoctrinated opinion. The means of communication used must not violate partnership, openness and truth. PR is not morally presumptuous, it takes into account the respective social situation and therefore endeavors wherever possible to show the interactions between different societies.

#### 2.8 Commitment to the recognition of gender diversity and fighting racism

PR opposes heteronormativity and avoids reproducing it in its presentations. PR expresses its solidarity with LGBTIQ's diverse and individual experiences of discrimination (lesbian, gay, bisexual, transgender, intersex, queer) people and ensures that the various concerns in words and pictures are adequately addressed and not stereotyped. Racism and a representation of one's role as "white saviors" is actively countered.

#### 2.9 Commitment towards competitors

The task of PR is to present the intended goals and concerns of CADUS e.V. in public, and to promote them convincingly. This also includes clarifying and defending one's own concerns and positions as opposed to other humanitarian organizations. This is done respectfully, fairly and on the basis of the obligations described here.

#### 2.10 Commitment to transparency and responsible use of funds

CADUS e.V. relies on financial support from private and public donors. In particular regarding private donations, there is a special relationship of trust between the donors and CADUS e.V. We commit to using the entrusted funds (donations) responsibly, carefully and economically. Furthermore, we commit to make the origin and use of funds transparent and accessible to donors.

#### 2.11 Commitment to efficiency and fairness in fundraising

The marketing measures also serve to raise funds. They should be efficient and success-oriented. They include appeals to solidarity and their address contains nothing that has been proven to harm or derogate the recipients of these funds.

#### 2.12 Commitment to data protection

CADUS e.V. is committed to the Data Protection Act. Beyond the law, CADUS e.V. commits to not

selling or renting out member addresses for commercial purposes. As soon as a data export to third parties takes place, we will demand a data protection obligation from these third parties.

#### 2.13 Commitment to generally applicable policies

PR must be organized according to the principles of journalistic and ethical honesty. It is based on the guidelines set forth in the 'Code d'Athène' on international and in the Press Code at national level.

#### 2.14 Commitment to professionalism

CADUS e.V. endeavors to ensure the professionalism of PR at all levels of its actions by means of quality assurance measures and the further training of persons working for CADUS e.V.

### 3. Liability

This Code of Conduct was agreed upon and issued by CADUS e.V. It is a binding and comprehensible standard for openness, partnership and credibility for all employees and volunteers of CADUS e.V., as well as in front of the public.

### 4. Punishment of infringements

Potential Code of Conduct violations will be reviewed by the CADUS e.V. department responsible for the respective area upon request. The department has the task to clarify the facts, to mediate a solution between the parties and to search for suitable measures for a possibly necessary damage limitation.