

## Appendix E

### Worlddidac Code of Conduct

The members of Worlddidac have committed themselves to this Code of Conduct to serve as a quality charter for those seeking education equipment or services on which they can rely.

The Code is intended to serve as a basis for ethical decision making in the conduct of professional work. Secondly, it may serve as a basis for judging the merit of a formal complaint pertaining to violation of professional ethical standards.

It is understood that some words and phrases in a code of ethics are subject to varying interpretations, and that any ethical principle may conflict with other ethical principles in specific situations. Questions related to ethical conflicts can best be answered by thoughtful consideration of fundamental principles, rather than reliance on detailed regulations.

1. Worlddidac Members shall abide by the **Worlddidac Statutes**.
2. Worlddidac Members shall conduct business in accordance to the **Worlddidac Vision, Mission and Values**.
3. Worlddidac Members agree to abide by the following principles:
  - **Fairness:** Present adequate value for money, keep the interests of others in mind and act accordingly.
  - **Quality:** Design durable products that cater adequately to the target group they're intended for, last as long as possible, and build a positive reputation for Worlddidac member companies.
  - **Support:** After sales, support [of equipment/concepts etc.] is important. Worlddidac members should continue to display that they see value in their customers even after the point of sale.
  - **Mission:** Do everything possible in the interest of advancing education.
  - **Originality:** Be inspired but do not **duplicate** products or services from others.
  - **Integrity:** Strive to have a positive impact on education and all involved (do not proactively endorse corruption by **bribing**).
  - **Legality:** Abide by the laws of any jurisdictions you operate in.
  - **Honesty:** Report accurately and don't fake certifications, licenses, or copyrights.
  - **Transparency:** Strive to maintain an honest and open corporate identity and refrain from unnecessarily withholding information.

### Strike System

In order to be able to promise quality business and products from members and maintain a united community, Worlddidac recognizes the need for the possibility to remove any member which acts in opposition to the Code of Conduct, Vision, Mission or Values.

A strike system has therefore been implemented as follows:

#### Possible Strikes:

- 5 written complaints from member companies\*
  - must arise from at least 3 **separate** member companies
- A valid court order has been brought against a member regarding a principle covered in the Worlddidac Code of Conduct

- 1 complaint from an end user
  - End user must be an organization and not an individual
- 1 complaint from a governmental body

**Strike Process:**

1. 1st strike: Council is informed and written reprimand issued against member.
2. 2nd strike: Council is informed and written reprimand issued against member.
3. 3rd strike: Member is submitted for membership termination as per the Statues.

In addition to the possibility of a member being excluded from the Worlddidac Association as a result of accruing 3 strikes, the Director General has the ability at any time to submit a member for membership termination. In such a situation, the case will be brought before the Council and the Council will have the ability to veto the Director General's submission (thus, cancelling the membership termination process).

\*All complaint recipients will be informed of the source of complaints brought against them.