Demonstrate and advocate high standards of professional practice.

**THIS MEANS I WILL:**
- Fulfil responsibilities to employers, clients and other stakeholders.
- Act in accordance with rules, and ethics and professional practice in the best interests of employees.
- Maintain my knowledge and skills current, and continually develop my professional competence.

Act in accordance with my level of competence.

**THIS MEANS I WILL:**
- Be honest, open and trustworthy in all my professional conduct.
- Be accountable for my actions and decisions.
- Communicate the reliability, accuracy and quality of data and information provided to others.

Apply my knowledge and skills to the best of my ability, even when it conflicts with the interest of employers or clients.

Apply my knowledge and skills to the best of my ability, even when it conflicts with the interest of employers or clients.

Communicate the reliability, accuracy and quality of data and information provided to others.

Advocate and apply high ethical standards, acting with honesty, integrity and objectivity.

**THIS MEANS I WILL:**
- Be honest, open and trustworthy in all my professional conduct.
- Declare conflicts of interest that may influence - or be perceived to influence - my objectivity.
- Be accountable for my actions and decisions.

**THIS MEANS I WILL:**
- Apply my knowledge and skills to the best of my ability, even when it conflicts with the interest of employers or clients.
- Communicate the reliability, accuracy and quality of data and information provided to others.

Keep my knowledge and skills current, and continually develop my professional competence.

**THIS MEANS I WILL:**
- Learn from my experience, and reflect on my actions and decisions, so that I can improve my future performance.
- Keep my knowledge and skills current, and continually develop my professional competence.
- Keep a record of my CPD and submit to IEMA on request.

Uphold the reputation of the profession.

**THIS MEANS I WILL:**
- Uphold the reputation and values of my profession, building on that which stands behind it.
- Promote IEMA's voice, values, mission and standing as the leading professional body for sustainability professionals.

Demonstrate leadership qualities appropriate to my role and as an ambassador for sustainability in public life.

Contribute to the development of my profession through my involvement with IEMA.

Strive to ensure equality of opportunity and respect diversity in my professional activity.

**THIS MEANS I WILL:**
- Treat others fairly.
- Recognize the specific needs of individuals, ensuring the environment and society, and my responsibilities to them.
- Challenge unreasonable behavior and practice, taking action where necessary.

Communicate environmental or social concerns with regard to action or inaction when giving advice.

Inspire and support others to act sustainably and to adopt best practice.

Respect scientific methods and use science-based targets and evidence whenever practical.

Be open, and trustworthy in my professional conduct.

Be accountable for my actions and decisions.

Communicate the reliability, accuracy and quality of data and information provided to others.

THEREFORE I WILL:
- Recognise the specific needs of individuals, ensuring the environment and society, and my responsibilities to them.
- Act in ways that safeguard the physical and mental health, safety and wellbeing of others.
- Be respectful of the customs, practices, culture and personal beliefs of others in my professional activity.
- Be respectful of the customs, practices, culture and personal beliefs of others in my professional activity.

THEREFORE I WILL:
- Comply with all legal requirements as they apply to me, going beyond compliance where standards of professional practice dictate.
- Challenge unreasonable behavior and practice, taking action where necessary.

THEREFORE I WILL:
- Advise and influence individuals, organizations and the wider community, by providing relevant and impartial information and supporting them to gain relevant qualifications.

THEREFORE I WILL:
- Apply my skills and experience to protect and enhance the environment, improve quality of life, and contribute to sustainability.

THEREFORE I WILL:
- Recognise the specific needs of individuals, ensuring the environment and society, and my responsibilities to them.
- Act in ways that safeguard the physical and mental health, safety and wellbeing of others.
- Be respectful of the customs, practices, culture and personal beliefs of others in my professional activity.

THEREFORE I WILL:
- Be honest, open and trustworthy in all my professional conduct.
- Declare conflicts of interest that may influence - or be perceived to influence - my objectivity.
- Be accountable for my actions and decisions.