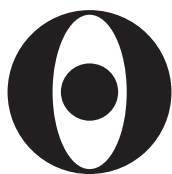


# ORNAMO'S ETHICAL GUIDELINES FOR DESIGNERS

2023



ORNAMO

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In our ethical guidelines for designers, we use the term professional to refer to all professionals in the industries represented by Ornamo

# 1. PROFESSIONALISM

## VALUES & TRANSPARENCY

**Professionals are responsible to clients, users of the design and colleagues for acting honestly, ethically and transparently in their profession and do not damage the reputation of their profession.**

A design professional will not accept an assignment that does not comply with professional and ethical guidelines. They have a duty to maintain and to promote the unity, values and appreciation of their profession.

A professional acknowledges that design work affects equality and equity, human health and safety, quality of life and inclusion, environmental sustainability, accessibility of products and services, and cultural diversity. A professional can convey the value of design to customers, end users, authorities and the general public.

## PROFESSIONAL WORK

**A designer's professionalism allows them to obtain the necessary information about the context of their design and anticipate the impact of its content on the recipients.**

A professional constantly maintains and develops their professional skills, and respects the achievements of the built culture. Through their activities, they aim to improve good quality and sustainable development of the environment.

A tender must be based on sufficient information about the nature and scope of the assignment and clearly state the services covered by the reward. A professional provides their employees with an appropriate working environment and adequate compensation

and give them opportunities for professional development.

## RESPECTING COMMITMENTS

**A professional has a responsibility to commit to a given task, to perform it responsibly and in the best possible way.**

Before accepting an assignment, a professional ensures that they have sufficient technical, financial and technical resources at their disposal to carry out the assignment. They have the right and obligation to resign at any time during an assignment, if they are presented with requirements that violate applicable laws or ethical and professional guidelines.

## FAIR COMPETITION

**Competition between professionals must be open and honest.**

A professional will not misrepresent themselves or their competitors, take credit for work they have not done, or make false or misleading claims about their experience, qualifications, or status. A professional bases their professional reputation on their own merits and recognizes the share of others in assignments.

A professional has the right to simultaneously accept other assignments to the extent permitted by legislation and other agreements, provided that this does not interfere with the proper performance of their employment or assignment.

## **FAIR PRICING AND CLEAR CONTRACTS**

**A professional must receive adequate remuneration for their work.**

Offering prices below market value to the client is unethical, as it undermines the value of the work of other professionals. Design creates value for customers and end-users. A professional should receive legal compensation for part of the value they create, not just for the cost of providing the service.

Pure price competition weakens the value of the profession, the ability of the designers to produce good design and ultimately reduces the opportunities for creating value.

A professional clearly states the costs related to their provided design services in advance. In contracts, a designer clearly describes the scope and nature of the project, the services to be performed and how these services are invoiced, including all possible payments, in clear and comprehensive terms.

A professional does not accept other benefits in addition to their salary, remuneration and employee benefits, and their solution is not based on financial benefits outside of the assignment. For example, a professional does not accept commission from a supplier unless they have communicated this clearly and openly to the customer and the customer has accepted the procedure.

## **INTELLECTUAL PROPERTY RIGHTS**

**A professional understands and respects their own intellectual property rights, as well as the intellectual property rights of other professionals and creators, and also pass on information about these rights to customers.**

A professional respects intellectual property rights, regardless of the country in which they work. A professional does not relinquish the immaterial rights of their work without appropriate compensation and appropriate legal documentation.

A professional will not allow copying or unauthorized use of their work or use the work of others without their explicit consent and appropriate acknowledgement. A professional does not take credit for the work of others and does not copy the work of others. A professional strictly adheres to these values.

## **LEGAL KNOWLEDGE AND COMPLIANCE**

**I follow the laws governing my professional activities and am aware of the social and environmental impact of my activities.**

When practising in another country, the professional complies with the laws and national rules of that country. A professional is obliged to keep obtained confidential information secret as agreed. A professional will not misuse confidential information to the detriment of their client. These obligations also apply to my employees.

## 2. RESPONSIBILITY

### ENVIRONMENTAL SUSTAINABILITY

**A professional identifies the environmental impacts of their design process by taking into account, among other things, the possibilities of materials, manufacturing processes, energy use, recyclability and reusability throughout the life cycle of the product or service.**

A professional strives to guide sustainable development of their production and consumption. A professional designs products and services that, among other things, reduce the need to replace products and direct the replacement of tangible goods with services and other intangible goods.

### CULTURAL DIVERSITY

**A professional appreciates and respects cultural diversity.**

A professional is aware of the societal impact of their work, and applies the richness and diversity of the world's cultural heritage in a dignified and sensitive manner in their work.

Professionals take particular care to interact with cultures that do not represent their own culture, in order to avoid cultural appropriation and abuse.

### DIVERSITY, INCLUSION AND ACCESSIBILITY

**A professional takes into account and involves different users in the design process and gives room for diversity.**

A professional is aware of their own privileges and strives to minimize their impact in the design process, for example, by assembling as diverse a design team as possible. A professional will cherish human dignity and treat all people with respect, taking into account the different situations and backgrounds of people (e.g. different gender identities, cultural and ethnic

backgrounds as well as awareness of body image issues, etc.). A professional recognizes that people's needs and capabilities are different and change as they grow and age. People have different physical characteristics and cognitive limitations, mobility challenges and special needs. A professional carefully adapts the different models to the needs of each project and to different users.

### SAFETY

**A professional pays attention to the safety of products and services. In their the design process, a professional takes into account, among other things, the safety of materials, the addictive effect of operating models, the right to privacy and personal safety.**

Design has several direct and indirect impacts on all stages of production and transportation, as well as the use of products and services during and after their life cycle. A professional takes these aspects into account in their work and complies with the product safety regulations for products.

### TECHNOLOGICAL INNOVATIONS

**A professional improves the value of the new technology for users, clients and the community.**

Technological development drives innovation, but it can also lead to unforeseen consequences, such as the ethical consequences of using artificial intelligence or data protection issues related to data mining. A professional considers these possible outcomes to the best of their ability, and strives to protect end-users and communicate the consequences to their customers.