



# CODE OF ETHICS AND STANDARDS OF PROFESSIONAL CONDUCT

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## PREFACE

The CEI Code of Ethics and Standards of Professional Conduct are fundamental to the values of CEI and essential to achieving its mission to lead the circular economy profession globally by promoting the highest standards of education and professional excellence for the ultimate benefit of society. High standards are critical to maintaining the public's trust in the circular economy field. Since their creation, the Code and Standards have promoted the integrity of the CEI Alumni and served as a model for measuring the standards of circular professionals globally, regardless of job function, cultural differences, or local laws and regulations. All holders of the CEI® designations and CEI certification candidates must abide by the Code and Standards and are encouraged to notify their employer of this responsibility. Violations may result in disciplinary sanctions by CEI. Sanctions can include revocation of Alumni status, revocation of candidacy in the CEI Certification Program, and revocation of the right to use the CEI Alumni designation.

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## THE CODE OF ETHICS

CEI Alumni and candidates for the CEI designations ("Alumni and Candidates"):

- Are fair to every person, avoiding any kind of harassing behavior and/or discrimination including discrimination based on gender, skin color, sexual orientation, age or socio-economic background. Our world is diverse and we embrace and promote diversity across all our networks. Failing to maintain this fairness to all human beings automatically and officially disenfranchises a CEI Instructor or Alumni from their CEI designation.
  - Act with integrity, competence, diligence, respect and in an ethical manner with the public, clients, prospective clients, employers, employees, and other market participants.
  - Place the integrity of the circular economy profession and the interests of clients above their own personal interests.
  - Practice and encourage others to practice in a professional and ethical manner that will reflect credit on themselves and the profession.
  - Promote the integrity and viability of the circular economy for the ultimate benefit of society.
  - Maintain and improve their professional competence and strive to maintain and improve the competence of other circular economy professionals.
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## STANDARDS OF PROFESSIONAL CONDUCT

### I. PROFESSIONALISM

**A. Knowledge of Regulations.** Alumni and Candidates understand and comply with all applicable laws, rules, and regulations (including the CEI Code of Ethics and Standards of

Professional Conduct) of any government, regulatory organization, licensing agency, or professional association governing their circular professional activities. In the event of conflict, Alumni and Candidates comply with the more strict

law, rule, or regulation. Alumni and Candidates do not knowingly participate or assist in and dissociate from any violation of such laws, rules, or regulations.

**B. Independence and Objectivity.** Alumni and Candidates use reasonable care and judgment to achieve and maintain independence and objectivity in their professional activities. Alumni and Candidates do not offer, solicit, or accept any gift, benefit, compensation, or consideration that reasonably could be expected to compromise their own or another's independence and objectivity.

**C. Misrepresentation.** Alumni and Candidates do not knowingly make any misrepresentations relating to circular analysis, recommendations, actions, or other professional activities.

## II. DUTIES TO EMPLOYERS AND CLIENTS

**A. Loyalty, Prudence, and Care.** Alumni and Candidates have a duty of loyalty to The Institute and their clients and act with reasonable care and exercise prudent judgment. Alumni and Candidates act for the benefit of their clients and place their clients' interests before their own interests.

**B. Fair Treatment.** Alumni and Candidates deal fairly and objectively with all clients when providing circular analysis, making recommendations, or engaging in related activities.

**C. Suitability.** When Alumni and Candidates are in an advisory relationship with a client, they: a. Make a reasonable inquiry into a client's or prospective client's circular experience, risk and return objectives, and financial constraints prior to making any recommendation or taking action and reassess and update this information regularly. b. Determine that a circular initiative is consistent with the client's written objectives, mandates, and constraints before making a recommendation or taking action. c. Judge the suitability of initiatives in the context of the client's total portfolio.

**D. Accurate Presentation.** When communicating circular performance information, Alumni and Candidates make reasonable efforts to ensure that it is fair, accurate, and complete.

**E. Preservation of Confidentiality.** Alumni and Candidates keep information about current, former, and prospective clients confidential unless:

1. The information concerns illegal activities on the part of the client or prospective client,
2. Disclosure is required by law, or
3. The client or prospective client permits disclosure of the information.

## III. ANALYSIS AND RECOMMENDATIONS

**A. Diligence and Reasonable Basis.** Alumni and Candidates:

1. Exercise diligence, independence, and thoroughness in analyzing circular projects, making circular recommendations, and taking circular actions.

2. Have a reasonable and adequate basis, supported by appropriate research and investigation, for any circular analysis, recommendation, or action.

**B. Communication with Clients and Prospective Clients.** Alumni and Candidates:

1. Disclose to clients and prospective clients significant limitations and risks associated with the circular process.

2. Use reasonable judgment in identifying which factors are important to their circular projects and circular analyses, recommendations, or actions and include those factors in communications with clients and prospective clients.

3. Distinguish between fact and opinion in the presentation of circular analysis and recommendations.

**C. Record Retention.** Alumni and Candidates develop and maintain appropriate records to support their circular analyses, recommendations, actions, and other communications with clients and prospective clients.

## IV. CONFLICTS OF INTEREST

**A. Disclosure of Conflicts.** Alumni and Candidates make full and fair disclosure of all matters that could reasonably be expected to impair their independence and objectivity or interfere with respective duties to their clients, prospective clients, and employer. Alumni and Candidates ensure that such disclosures are prominent, are delivered in plain language, and communicate the relevant information effectively.

**B. Referral Fees or Interests.** Alumni and Candidates disclose to their employer, clients, and prospective clients, as appropriate, any compensation, consideration, or benefit received from or paid to others for the recommendation of products or services.

## V. RESPONSIBILITIES AS A CEI SPECIALIST OR CANDIDATE

**A. Protect CEI's Reputation.** Alumni and Candidates do not engage in any conduct that compromises the reputation of CEI or the CEI Alumni designation.

**B. Reference to CEI and the CEI Certification Program.** When referring to the CEI Certification Program, Alumni and Candidates do not misrepresent the meaning or implications of holding the CEI designation, or candidacy in the CEI Certification program.