

Standards of Professional Conduct

Circular Economy Institute Standards of Professional Conduct

Professionalism

A. Knowledge of regulations

Alumni and CEI Professional Members must understand and follow all relevant laws, rules, and regulations that apply to their professional activities, including the CEI Code of Ethics and Standards of Professional Conduct. This includes compliance with laws set by governments, regulatory bodies, licensing agencies, or professional associations.

B. Independence and objectivity

Alumni and CEI Professional Members must exercise reasonable care and judgment to ensure they remain independent and objective in their professional activities.

C. Misrepresentation

Alumni and CEI Professional Members must not knowingly misrepresent any aspect of circular analysis, recommendations, actions, or other professional activities.

Duties to employers and clients

A. Loyalty, prudence, and care

Alumni and CEI Professional Members have a duty of loyalty to the Circular Economy Institute and their clients. They must act with care, sound judgment, and always prioritize their clients' interests over their own.

B. Fair treatment

Alumni and CEI Professional Members must treat all clients fairly and objectively when providing circular analysis, making recommendations, or performing related activities.

C. Suitability

When alumni and CEI Professional Members provide advisory services to clients, they:

- a) Conduct a thorough assessment of the client's or prospective client's circular experience, risk and return objectives, and financial constraints before offering any recommendations or acting. This information is reassessed and updated regularly.
- b) Ensure that any circular initiative aligns with the client's documented objectives, mandates, and constraints before making recommendations or acting.
- c) Evaluate the suitability of initiatives within the context of the client's overall portfolio.

D. Accurate presentation

When sharing information about circular performance, alumni and CEI Professional Members take reasonable steps to ensure it is fair, accurate, and comprehensive.

E. Preservation of confidentiality

Alumni and CEI Professional Members maintain the confidentiality of information related to current, former, and prospective students or clients, except in the following circumstances:

- a) The information pertains to illegal activities by the client or prospective client.
- b) Disclosure is mandated by law.

- c) The client or prospective client has explicitly authorized the disclosure.

Analysis and recommendations

A. Diligence and reasonable basis

Alumni and CEI Professional Members:

- a) Conduct circular project analyses, make recommendations, and take actions with diligence, independence, and thoroughness.
- b) Ensure their circular analyses, recommendations, and actions are supported by appropriate research and a reasonable, well-founded basis.

B. Communication with clients and prospective clients

Alumni and CEI Professional Members:

- a) Clearly disclose to current and prospective clients any significant limitations or risks associated with the circular process.
- b) Exercise sound judgment to identify key factors relevant to circular projects, analyses, recommendations, or actions, and ensure these factors are communicated effectively to clients.
- c) Distinguish between factual information and personal opinions when presenting circular analyses and recommendations.

C. Record retention

Alumni and CEI Professional Members develop and maintain accurate records to support their circular analyses, recommendations, actions, and other communications with current and prospective clients.

Conflicts of Interest

A. Disclosure of conflicts

Alumni and CEI Professional Members provide clear and complete disclosure of any factors that could compromise their independence, objectivity, or ability to fulfil their responsibilities to clients, prospective clients, or employers.

These disclosures must be prominent, written in plain language, and effectively communicate all relevant information.

B. Referral fees or interests

Alumni and CEI Professional Members must inform their employer, clients, and prospective clients, as appropriate, of any compensation, benefits, or considerations they receive or provide in connection with recommending products or services.

Responsibilities as an Alumni or CEI Professional Member

A. Conduct

Alumni and CEI Professional Members do not engage in any conduct that compromises the reputation of the Circular Economy Institute or the Circular Economy Institute's Alumni designation(s).

B. References to CEI and CEI certifications

When referring to the CEI certifications, alumni and CEI Professional Members must not misrepresent what it means to hold the CEI designation, or to be a candidate in the program.