

# FTTH Council Asia-Pacific Code of Conduct

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## INTRODUCTION

The FTTH Council Asia-Pacific is an organisation that highly values its reputation with its members, communities and countries where it wants to reach out to, policy makers and regulators, and the telecom market in general. We strive to ensure that the council is regarded as the industry reference on the Asia-Pacific FTTH market, and that stakeholders understand our vision and messages. The FTTH Council Asia-Pacific's policy, as a socially responsible organisation, is to conduct its operations in accordance with the highest ethical standards.

One of the key channels we use to address these diverse audiences is through the media, including local press, national publications, international business titles, trade and technical journals and electronic outlets including TV, radio and increasingly the Internet.

This guide is designed based on the Constitutions (*version v.16\_July\_2015*) and By-Laws (*version v.27\_July\_2011*) of the FTTH Council APAC to help FTTH Council Asia-Pacific Members, Directors, Delegates and Staffs to understand how to conduct both internally and externally. All Members, Delegates, Directors and Staffs of the FTTH Council Asia-Pacific are to strictly abide by the following Code of Conduct both internally as well as externally, which is to;

1. Act in the best interests of, and fulfil their fiduciary obligations to FTTH Council Asia-Pacific.
2. Act honestly, fairly, ethically and with integrity.
3. Act in a professional, courteous and respectful manner and not take improper advantage of their position.
4. Comply with all applicable laws, rules and regulations.
5. Act in good faith, responsibly, with due care, competence and diligence, without allowing their independent judgment to be subordinated.
6. Not use the Position in the Council for personal gain.
7. Not use any information or opportunity received by them in their capacity as Directors or member of the leadership team in a manner that would be detrimental to the Council's interests.
8. Act in a manner to enhance and maintain the reputation of the Council.

9. Disclose any personal interest that they may have regarding any matters that may come before the Board and abstain from discussion, voting or otherwise influencing a decision on any matter in which the concerned Director/Member/Delegate/Staff has or may have such an interest.
10. Abstain from discussion, voting or otherwise influencing a decision on any matters that may come before the Board in which they may have a conflict or potential conflict of interest.
11. Respect the confidentiality of information relating to the affairs of the Council acquired in the course of their service as Directors or senior management, except when authorized or legally required to disclose such information.
12. Not use confidential information acquired in the course of their service as Directors or member of the leadership team for their personal advantage or for the advantage of any other entity.
13. Threatening, aggressive or violent behaviour or language is not permitted and may lead to dismissal.
14. Discriminatory behaviour, language, or non-verbal language is not permitted.
15. Harassment or bullying of individuals, in any form, is not permitted.
16. Behaviour or actions that would in any way jeopardise the safety or well-being of others is not permitted.
17. Unnecessary disclosure of confidential information concerning the work of FTTH Council Asia-Pacific is not permitted.
18. Do not discriminate on the basis of race, color, creed, religion, gender, national or regional origin, age or disability.

## **DISCIPLINARY COMMITTEE**

Disciplinary Committee: Any complaints pertaining to a violation of the Code of Conduct shall be thoroughly and fairly evaluated by a Disciplinary Committee formed by the President. The Disciplinary Committee shall be led by the President and two member of the BoD whom the President nominates. The Disciplinary Committee shall not consist of any person who is accused of violating Code of Conduct. In case the President is accused of violating Code of Conduct; the Vice-President shall form the Disciplinary Committee. Results of the evaluation shall be submitted to the BoD for further actions.

## **VIOLATION OF CODE OF CONDUCT**

Based on the evaluation of the Disciplinary Committee, the outcome of the complaint shall be determined by the BoD. The individual *(not the member company)* may be asked to relinquish the position or even be asked to leave the Council if found guilty depending on the severity of the violation.

## Code on Conduct: Press & Media

### WHO CAN BE SPOKESPERSON

All media inquiries are to be answered by the President, Member of the BoD, Director General or any individuals nominated by the President based on the guidelines of the Code of Conduct, Council's Constitution and By-Laws.

In case of a specific topic requested, which resides within one of the Committee's working scopes, the President can consult one of the Committee Chairs to present his Committee findings and join the President in a media interview. In case of unavailability of the President, another member of the Board or the Director General can be asked by the President to represent the FTTH Council Asia-Pacific in a media interview.

### WHAT SHOULD BE DONE WHEN A MEDIA REQUEST IS RECEIVED

Any request from the media for information needs to be flagged to the BoD. Any individual is not at liberty to take the initiative in replying on behalf of the FTTH Council Asia-Pacific without prior consent of the Board. As media are usually working on tight deadlines, make sure to forward us your request as soon as you receive it. Reply to the journalist that you have forwarded the request to the BoD, which will get back in touch with the journalist as soon as possible.

One may be approached directly at any event by a journalist. If this happens:

- ◆ Ask the journalist for his or her name and publication.
- ◆ Ask what is their specific query, topic of interest or question.
- ◆ Ask the journalist if they are working on a specific story and if so what is their deadline or is it a general inquiry.
- ◆ If you are speaking on behalf of the FTTH Council Asia-Pacific at an event and the question relates to your FTTH Council Asia-Pacific presentation, which has been approved by the Board prior to the event, you can answer the question, taking into account that you are representing the FTTH Council Asia-Pacific. No private Council statements should be mixed with these. Private Council statements should then be made by someone not representing the FTTH Council Asia-Pacific at the event.
- ◆ However if you have any doubts, or if the topic is not one you are either qualified or authorized to speak about, tell the journalist that someone will contact them directly. Take a note of the journalist's telephone number and the subject they want to talk about and say that someone will contact them soon. This gives you time to inform the BoD.

## WHEN REPRESENTING YOUR PRIVATE COMPANY...

Make it very clear that you are talking on behalf of YOUR Company when talking to the media, and do not confuse them by mentioning your FTTH Council Asia-Pacific role. You have two hats on, just make it clear with which hat on you are talking to the press, and do not mix them.

## BE CLEAR

You should never mix the role you perform in the FTTH Council Asia-Pacific with the day-to-day job you have for your own Council. When talking on behalf of your own Council, always be clear that any statements made are on behalf of your own Council. Never mix up a personal interview with standpoints on behalf of the FTTH Council Asia-Pacific.

## NO ABUSE OF YOUR FTTH COUNCIL ASIA-PACIFIC POSITION

You should never abuse your position within the FTTH Council Asia-Pacific to obtain advantage for your own company's point of views and your own company's visibility. Mixing up both roles, and taking advantage of your FTTH Council Asia-Pacific role may result in losing your position within the FTTH Council Asia-Pacific. The FTTH Council Asia-Pacific will always react to any false statements made in the press by any member Council, which may put your company in discredit with the media. We expect you to take your FTTH Council Asia-Pacific role seriously, and respect the values put forward by the FTTH Council Asia-Pacific.

When talking on behalf of the FTTH Council Asia-Pacific, after having received approval from the Board, use your correct FTTH Council Asia-Pacific title:

- ★ President
- ★ Vice-President
- ★ Secretary
- ★ Treasurer
- ★ Member of the Board
- ★ Director General
- ★ Chair/Vice-Chair of X Committee

## WHAT IF A FAULTY PUBLICATION APPEARS

In case a publication appears mixing up your company statements with those of the FTTH Council Asia-Pacific, notify the Board and the Communications Team immediately. We expect your company's media department to send a rectification to the journalist involved, making clear that you were making statements on behalf of your own company. Apart from that, the FTTH Council Asia-Pacific holds the right to contact the journalist to rectify the story and dissociate itself from the statements made by your company in case they are detrimental to the vision and strategy and the technology neutral standpoint of the FTTH Council Asia-Pacific.

## BE CAREFUL

Journalists are often looking for a scoop (a newsworthy story). Do not let them trick you into making statements which you do not feel comfortable with. It is better to refer them to the right person in the organization than to say whatever comes up in your mind, with possibly disastrous results.

## CONFLICTS OF INTEREST

FTTH Council Asia-Pacific representatives must avoid communication, business conduct, or other outside activities that create an actual or potential conflict of interest with our obligations or duties to the FTTH Council Asia-Pacific by either declining to engage in conflicting behaviour, or by first seeking guidance from the appropriate FTTH Council Asia-Pacific persons, i.e. the Board and the Communications Team. The FTTH Council Asia-Pacific may not be used for personal gain.

# Code of Conduct Complain Process Flow

