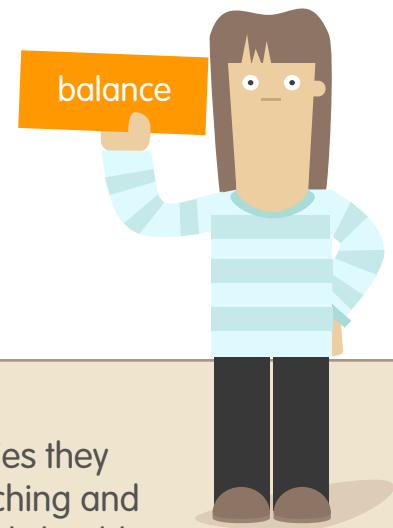


Resources For Learning's Code of Ethics

Our Code of Ethics is based on the original National Consumer Council guidelines on sponsorship in schools, developed in the 1990s.



Educational value and curriculum relevancy

Materials and activities should be: relevant to the ages and abilities they are marketed for; be relevant to the curriculum; enhance the teaching and learning of pupils; contribute to the development of core skills and should not encourage unsafe or unhealthy activities.

Balance and objectivity

Materials and activities should: give a balanced view of an issue and acknowledge the existence of alternative views; use up-to-date information; distinguish between factual statements and expressions of opinion; acknowledge the sponsor's market interests.

Consultation and testing

Materials and activities should be developed: in accordance with regional variations in the education system, where appropriate; with advice from teachers and, where appropriate, parents, educationalists and others; after testing for educational value with a range of pupils in the target group.

Sales and promotional messages

Materials and activities should not include: explicit encouragement to buy branded or own-brand products or services; messages that play on children's fears, loyalty or lack of ignorance; merchandising slogans; purely promotional material; claims that particular products or services are superior; illustrations or text that imply that particular products or services are the only ones available.

