EHL
Code of Ethics & Conduct

Introduction

EHL's Code of Ethics & Code of Conduct set forth the values and principles that guide the behavior of its global community. More than a list of expectations, they are a living framework to support sustainable development, foster inclusion, and uphold the integrity of all academic, operational, and social activities across the institution.

As a B Corp certified institution, EHL upholds high standards of social and environmental performance, transparency, and accountability. These commitments are fully embedded in the Codes, which serve as a practical and ethical foundation aligning EHL's mission, vision, and values with a broader responsibility to create a positive impact.

Grounded in this ambition, the Codes support responsible decision-making and ethical leadership that extend beyond compliance. In this spirit, EHL invites partners, students, staff, faculty, and alumni to embrace a culture that seeks to lead by example and serve the greater good.

EHL Code of Ethics
Values & Guiding Principles

1 INTEGRITY & ACCOUNTABILITY

All collaborators are expected to be honest, transparent, and fair. Individuals are accountable for their conduct and are entrusted to act with professional, academic, and moral integrity.

2 DIVERSITY, EQUITY & INCLUSION

Respect and fairness are essential. EHL is committed to an inclusive environment where discrimination, harassment, and bias have no place.

3 SUSTAINABILITY & SOCIAL RESPONSIBILITY

Every initiative should be considered with its impact on the environment, society, and future generations. Responsible use of resources and sustainable practices are a shared duty.

4 FREEDOM FROM CONFLICTS OF INTEREST

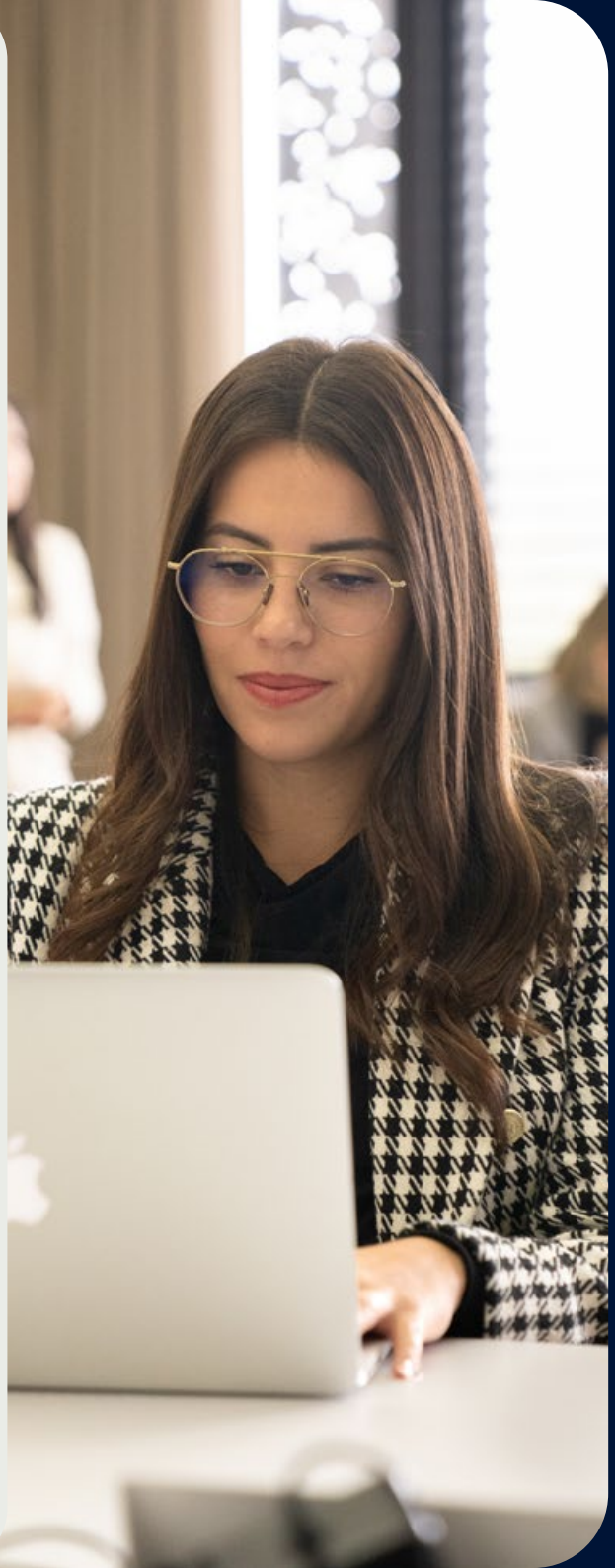
Decisions must serve the best interests of EHL and the public good and not be influenced by personal gain or relationships.

5 COMPLIANCE

Adherence to internal policies, accreditation standards, and applicable laws is required. Ethical behavior is expected regardless of role or location.

6 CONFIDENTIALITY & DATA PROTECTION

Private and sensitive information must be safeguarded. Personal data is handled in accordance with relevant legal and institutional standards.



Ethical Principles in Governance & Daily Practice

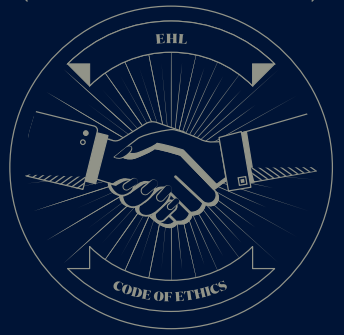
EHL's commitment to ethical excellence is reflected in everyday conduct and decision-making across the institution. The following principles guide behavior at all levels:

Academic Integrity

Scientific and academic work must be original, transparent, and properly cited. Plagiarism, data manipulation, or dishonesty are not tolerated.

Environmental Engagement

Conscious use of resources, waste reduction, and participation in sustainable initiatives are actively encouraged.



Anti-Corruption

All forms of bribery, fraud, and misuse of position or influence are strictly prohibited.

Use of Resources

EHL property, digital tools, and information must be handled professionally, responsibly, and in alignment with institutional values.

Safe Workplace

A respectful, inclusive, and harassment-free environment is essential for collaboration, learning, and well-being.

Transparency & Communication

Information should be clear, reliable, and shared with professionalism. Constructive and respectful dialogue fosters collaboration and trust.

Code of Conduct
Guidelines for External Relations

The Code of Conduct translates EHL's values and ethics into practical expectations. It applies to everyday decisions as well as complex institutional engagements. It outlines the ethical and professional standards expected of EHL representatives in all business interactions with third parties to ensure consistency in decision-making and safeguarding EHL's values and commitments.

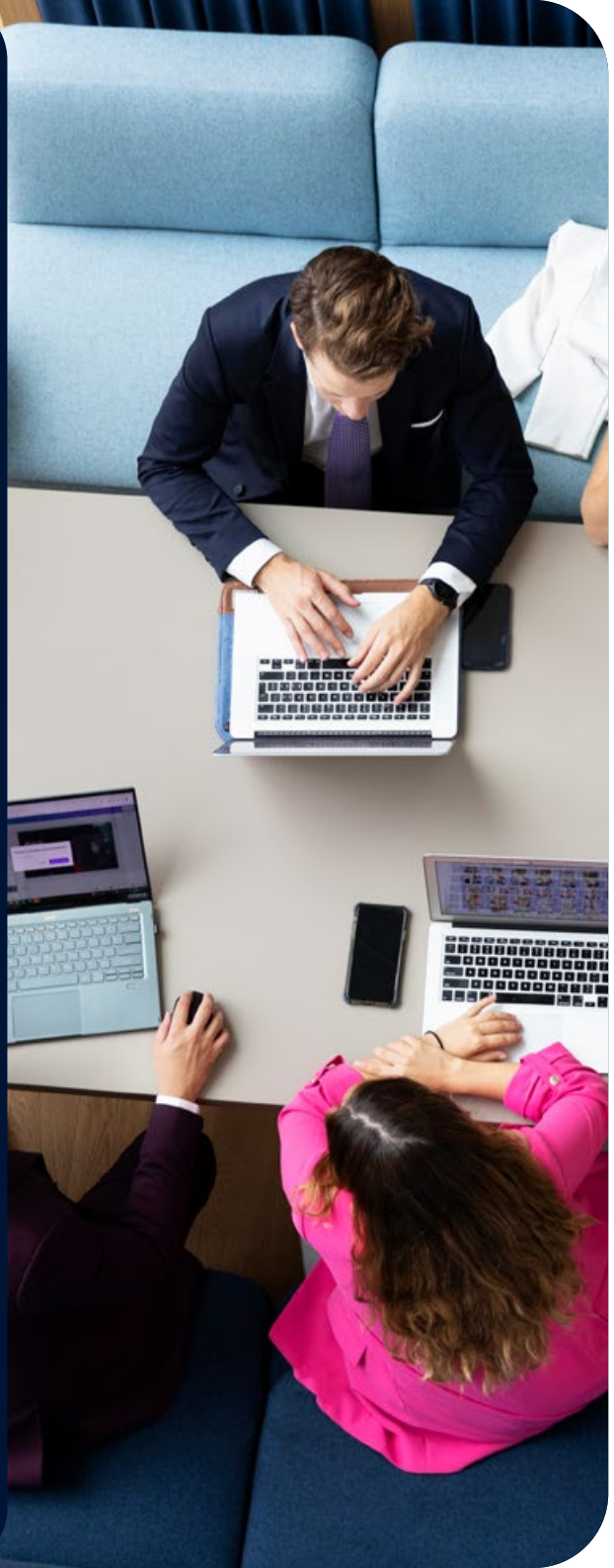
Responsible Business Behavior

EHL's operations and partnerships are expected to reflect its ethical principles. When engaging in business activities, especially in international contexts, care must be taken to evaluate the legal, environmental, and human rights situation in the country or region.

Risk Awareness

All EHL representatives are expected to understand the level of ethical risk their activities implicate—whether through collaborations, service delivery, travel, or events—and take appropriate measures to protect and uphold EHL's values and commitments.

Additionally, EHL follows the Swiss DFAE/FDFA recommendations for travel and business dealings.



Restrictions Over Countries & Industries

The Code of Conduct outlines specifically how EHL representatives are expected to exercise heightened awareness and seek internal guidance when engaging in activities involving stakeholders in restricted countries and industries.

The Code of Conduct outlines a list of industries that are defined as controversial or ineligible because they represent a risk from an ethical point of view. Members of the EHL Community & Partners must be aware of this list and follow the defined escalation/approval procedure if they wish to enter into business agreements with partners in these industries.

The list of restricted countries is subject to change depending on world events. Members of the EHL Community must be aware of this list and follow the defined escalation/approval procedure if they wish to enter into business agreements with partners in these countries.

Multinational companies or conglomerates can have a complex ownership and operational structure. They could be partially located or active in countries that are ineligible for EHL, and/or conducting businesses that may be ineligible for EHL. Due to the potential complexity and intricacies of such conglomerates, the escalation process should be applied.

→ For further details, refer to the full policy or reach out to the designated compliance team.

Decision-Making Guidelines

When evaluating business opportunities, institutional collaborations, or personal conduct, members of the EHL Community & Partners are expected to:

- **Reflect on alignment with EHL's Code of Ethics**
- **Consider long-term social and environmental consequences**
- **Follow the internal escalation procedure (from employee to manager to New Product Committee to Executive Leadership Team) when in doubt**
- **Reject opportunities that compromise EHL's integrity**

Scope & Application

This Code applies to all members of the EHL Community & Partners, including students, employees (staff and faculty), collaborators, and external representatives.

Upholding ethical standards is a collective responsibility and a personal engagement.

When faced with dilemmas or uncertainty, reflection and seeking support through escalation processes are encouraged.

Raising Concerns and Misconduct

All members of the EHL Community & Partners are encouraged to raise ethical concerns or report misconduct through established internal channels.

These concerns will be addressed seriously, confidentially, and fairly.

Non-Retaliation Policy

No individual shall face retaliation for raising a concern in good faith.

EHL is committed to protecting whistleblowers and fostering a culture where ethical dialogue is welcomed.

Special Situations

In cases involving conflicts of interest, gifts and hospitality, research ethics, or relationships that may impact academic integrity or fairness, EHL provides additional guidance and expects full transparency.

Enforcement

Every EHL Community Member & Partner is responsible for ensuring that the provisions of these codes are fully observed. In case of breach of these principles, EHL will not remain silent and will act accordingly.

This commitment is binding for EHL and its executive and governing bodies.

CONTINUOUS IMPROVEMENT AND LIVING FRAMEWORK

This is a living document. It will be regularly reviewed and updated as EHL's environment, partnerships, and societal context evolve. The latest version is accessible through official EHL platforms. EHL's Accounting, Finance and Controlling department is responsible for the management of the Code of Ethics and Code of Conduct, ensuring that the codes are implemented through internal communication, training and review, and also for applicability and updates.

→ ehl.edu