



CIRCULAR ECONOMY
C L U B

CODE OF ETHICS AND STANDARDS OF PROFESSIONAL CONDUCT

PREFACE

The CEC Code of Ethics and Standards of Professional Conduct are fundamental to the values of CEC 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 in 2019, the Code and Standards have promoted the integrity of the CEC Specialists 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 CEC Specialist® designation and CEC Specialist 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 CEC. Sanctions can include revocation of Specialistship, revocation of candidacy in the CEC Specialist Program, and revocation of the right to use the CEC Specialist designation.

THE CODE OF ETHICS

CEC Specialists and candidates for the CEC Specialist designation ("Specialists and Candidates") must:

- 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.
 - Use reasonable care and exercise independent professional judgment when conducting circular analysis, making circular and financial recommendations related to circularity, and engaging in other professional activities.
 - 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. Specialists and Candidates must understand and comply with all applicable laws, rules, and regulations (including the CEC 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, Specialists and Candidates must comply with the more strict law, rule, or regulation. Specialists and Candidates must not knowingly participate or assist in and must dissociate from any violation of such laws, rules, or regulations.

B. Independence and Objectivity. Specialists and Candidates must use reasonable care and judgment to achieve and maintain independence and objectivity in their professional activities. Specialists and Candidates must 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. Specialists and Candidates must 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. Specialists and Candidates have a duty of loyalty to their clients and must act with reasonable care and exercise prudent judgment. Specialists and Candidates must act for the benefit of their clients and place their clients' interests before their own interests.

B. Fair Dealing. Specialists and Candidates must deal fairly and objectively with all clients when providing circular analysis, making recommendations, or engaging in related activities.

C. Suitability. When Specialists and Candidates are in an advisory relationship with a client, they must: 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 must 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. Performance Presentation. When communicating circular performance information, Specialists and Candidates must make reasonable efforts to ensure that it is fair, accurate, and complete.

E. Preservation of Confidentiality. Specialists and Candidates must 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. Specialists and Candidates must:

1. Exercise diligence, independence, and thoroughness in analyzing circular projects, making circular 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. Specialists and Candidates must:

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. Specialists and Candidates must 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. Specialists and Candidates must 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. Specialists and Candidates must ensure that such disclosures are prominent, are delivered in plain language, and communicate the relevant information effectively.

B. Referral Fees or Interests. Specialists and Candidates must 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 CEC SPECIALIST OR CANDIDATE

A. Conduct as Participants in CEC Programs. Specialists and Candidates must not engage in any conduct that compromises the reputation of CEC or the CEC Specialist designation.

B. Reference to CEC, the CEC Specialist Designation, and the CEC Specialist Program. When referring to CEC, CEC Specialistship, the CEC Specialist designation, or candidacy in the CEC Specialist Program, Specialists and Candidates must not misrepresent the meaning or implications of holding the CEC Specialist designation, or candidacy in the CEC Specialist program.