

How to Use the Ethical Guidelines

Ethical Guidelines is a tool for partners that helps them make ethical decisions. It outlines criteria for business–education partnerships that guide partners in making informed decisions. These guidelines are not exhaustive: they stimulate dialogue. Partners discuss what the guidelines mean and analyse their appropriateness and importance to the partnership. They then explore how they can work collaboratively to establish a strong ethical basis for their business–education partnership.

How Do These Guidelines Fit with Organizations' Codes of Ethics, Practice and Conduct?

The guidelines serve to complement existing codes of ethics, practice and conduct. They can be used by partners to address aspects of their partnership that may not be treated in their organizations' own codes.

Ethical Guidelines is part of a tool kit of materials developed by The Conference Board of Canada.

See also:
Operating Principles for Business–Education Partnerships and Evaluating Business–Education Partnerships: Value Assessment Process



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Information for Sound Decisions Since 1954

Business–Education Partnerships Forum

The Forum is a multi-stakeholder group committed to promoting ethical and effective business–education partnerships. It developed Ethical Guidelines for Business–Education Partnerships in consultation with the Corporate Council on Education and more than 200 representatives from businesses, education institutions, teachers' organizations, student groups and government organizations across Canada.

Member Organizations

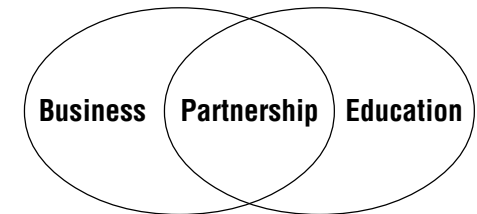
AIIESEC Canada Inc.	Imasco Limited
Alberta Education	Imperial Oil Limited
Avenor Inc.	Inco Limited
Bank of Montreal	Investors Group Inc.
Bell Canada	McGraw-Hill Ryerson Limited/ Chenelière
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Canadian Labour Force Development Board	NOVA Corporation
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Ethical Guidelines for Business–Education Partnerships

Why Ethical Guidelines?

The purpose of Ethical Guidelines is to describe for current and prospective partners the key components of an ethical business–education partnership and to provide them with a rational basis for addressing ethical issues that relate to the ideals, obligations and effects of their partnerships.

Ethical partnerships safeguard learners' interests, build trust and mutual respect, regulate themselves, and make informed decisions that benefit everyone involved.



The Business–Education Partnerships Forum encourages current and prospective partners to use the Ethical Guidelines as a framework for dialogue and discovery in creating, developing and maintaining sustainable business–education partnerships.



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Ethical Guidelines for Business–Education Partnerships

Business–education partnerships are mutually beneficial relationships between employers and educators that are designed to enhance learning for students and other learners. They may involve other education stakeholders as partners, including students, employees, parents, communities, labour, and government organizations. Most business–education partnerships are co-operative relationships in which partners share values, objectives, human, material or financial resources, roles and responsibilities in order to achieve desired learning outcomes.

Canadian employers and educators support business–education partnerships that:

- Enhance the quality and relevance of education for learners
- Mutually benefit all partners
- Treat fairly and equitably all those served by the partnership
- Provide opportunities for all partners to meet their shared social responsibilities toward education
- Acknowledge and celebrate each partner's contributions through appropriate forms of recognition
- Are consistent with the ethics and core values of all partners
- Are based on the clearly defined expectations of all partners
- Are based on shared or aligned objectives that support the goals of the partner organizations
- Allocate resources to complement and not replace public funding for education
- Measure and evaluate partnership performance to make informed decisions that ensure continuous improvement
- Are developed and structured in consultation with all partners
- Recognize and respect each partner's expertise
- Identify clearly defined roles and responsibilities for all partners
- Involve individual participants on a voluntary basis



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This document was developed by the Business–Education Partnerships Forum, a program of the National Business and Education Centre, The Conference Board of Canada.