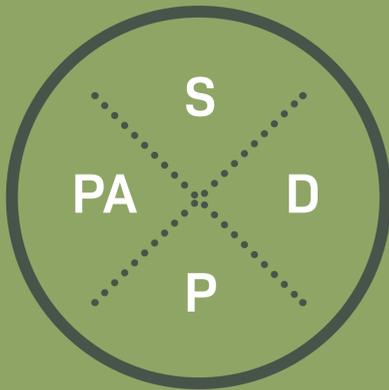


## Ethical Guidelines can help when engaging with:



### •SPONSORS

Cash or in-kind fees provided to an org or group in return for access to the commercial potential associated with that org and/or group.

### •DONORS

An individual or organisation that financially 'gifts' a cause or project and asks for little in return. The gift is tax deductible.

### •PARTNERS

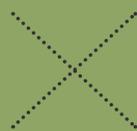
Partnering with other organisations inside or outside of your own field to carry out a project / event / task.

### •PHILANTHROPY

Giving for community benefit. It can be money, property, expertise or time. Involves private / corporate / community or government foundations.

*"Sources of financial support reflect our values, revealing both our ethics and philosophy, our struggles and contradictions, for it is not a simple road to tread."*

- Jane Trowell, Platform  
'Take the Money and Run?'  
A Live Art Development Study Room Guide



## TERMINOLOGY

### •ARTWASHING

When major polluters and other organisations that cause environmental damage can use the arts as the veneer of cultural engagement to clean up their public image. Artwashing can help cement the corporate 'social licence to operate'.

### •GREENWASHING

When a company or organisation spends more time and money on marketing themselves as being sustainable than on actually minimising their environmental impact. The practice helps generate positive public relations and boosts brand image.

### •SPORTSWASHING

When states or corporate actors guilty of human rights abuses who invest heavily in sports in order to rehabilitate their reputations. Creates positive publicity and can help airbrush over human rights violations.

## How is this useful to artists?

A code of ethics can act as an anchor and guide for artists, staff, company members and board of directors [if relevant] in the process of decision making, planning, goal setting and conducting day to day business. It can also inform decisions towards working with partners of choice that align with your own core values.

It aims to reduce conflict within an organisation / group when competing priorities exist; and looks to reduce exposure to reputational risk when engaging in public debate, seeking sponsorship and developing partnerships with third parties.

## What do I do with it?

Use it as a starting point to kick off conversations within your own group, company or organisation. The ability to stand up and articulate a sound set of reasons for pursuing a course of action is well worth having. Your own ethical guidelines should exist to serve you positively, enabling you to make choices and decisions that are informed by a core set of beliefs.

## Independent Artists

For independent artists, collectives and artist led initiatives you may not be operating with a corporate governance structure that outlines your core values and principles, but that doesn't mean you don't already have them! The likelihood is that they are already in your head and are expressed intuitively whenever you have certain choices to make.

You may consider applying this framework when considering applying for funding or your code of ethics as a forward facing document on your website, if that's the right decision for you.

## Arts Organisations

As an arts organisation you may well have in place ethical guidelines that relate to your workplace relations and creative content that you produce with the endorsement of your governing body, board or committee. A code of ethics can inform other governing documents that reference your core values for example:

- business plans
- strategic governance policies
- board induction documents
- websites and socials
- any other living document that outlines your core values